USER MANUAL

Spread 6.0

Reasonable Software House Limited

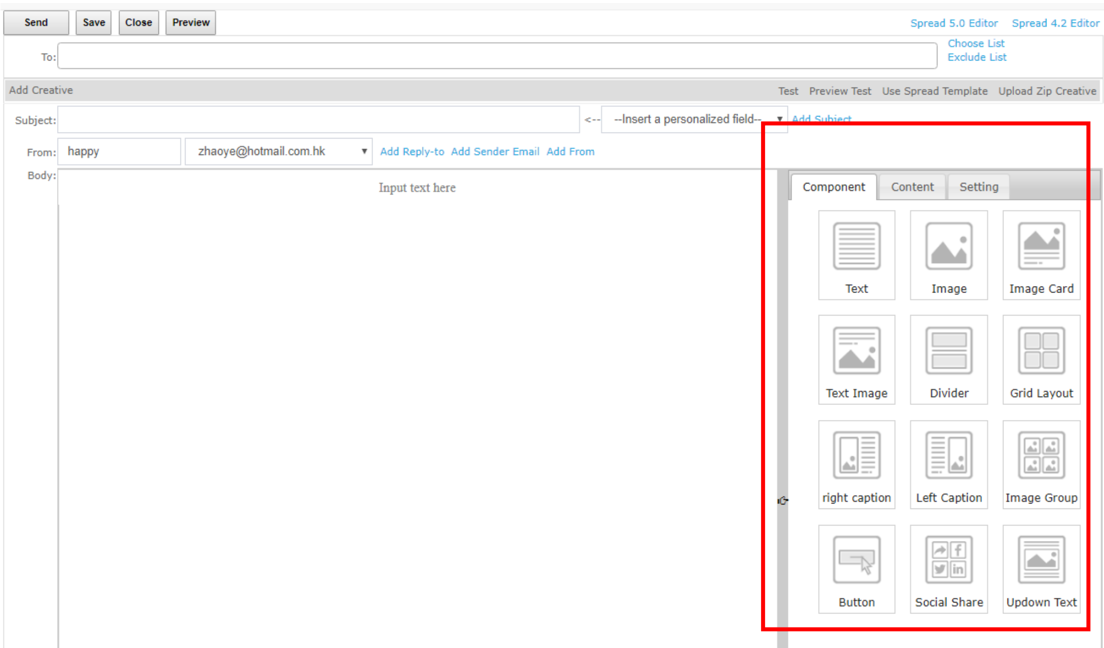
Hong Kong | Shenzhen | Guangzhou | Beijing | Shanghai | Taipei| Singapore

Content

Create Campaign

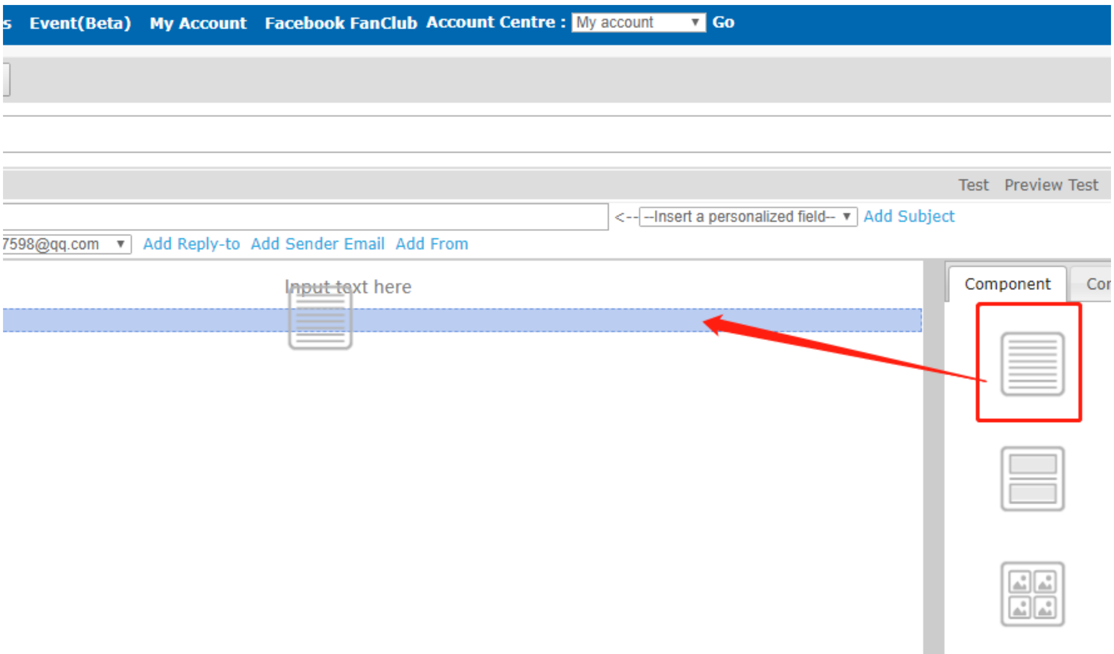
What You See Is What You Get Editor

1) Drag and drop any components you want to add

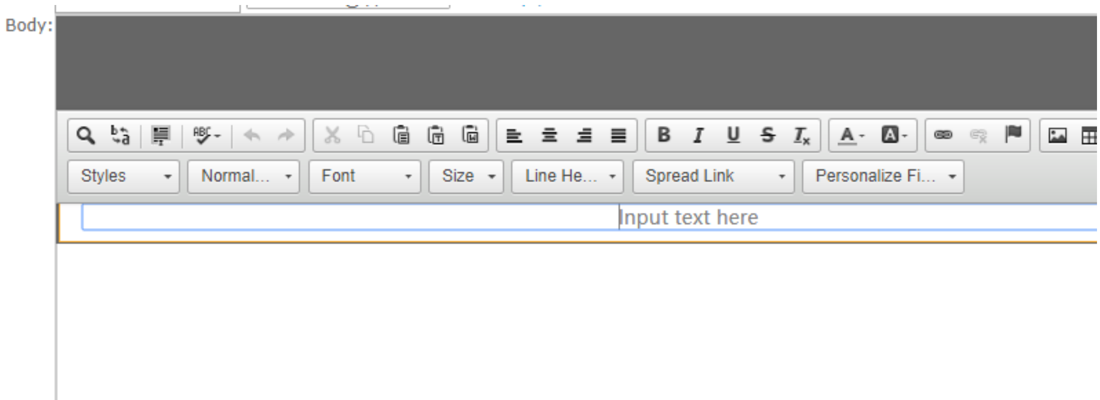


For example:

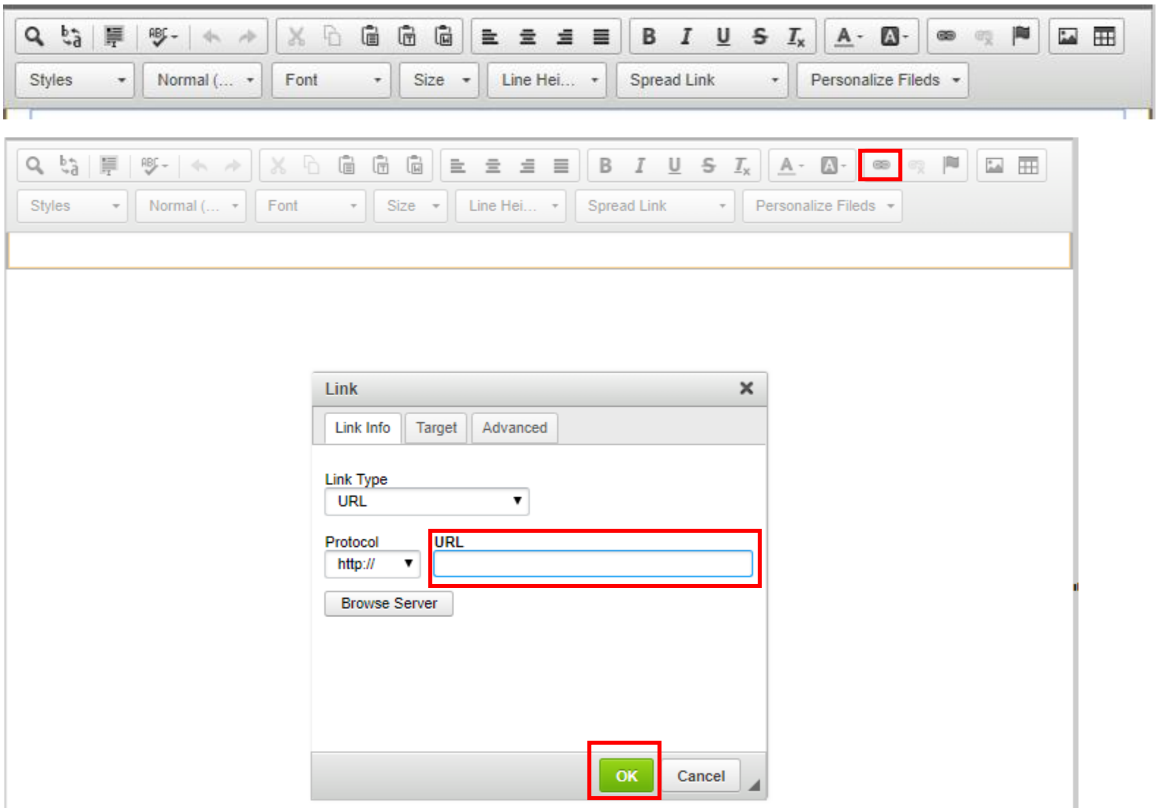
2) Drag the Text field and drop it when a blue bar appears



3) Input the content

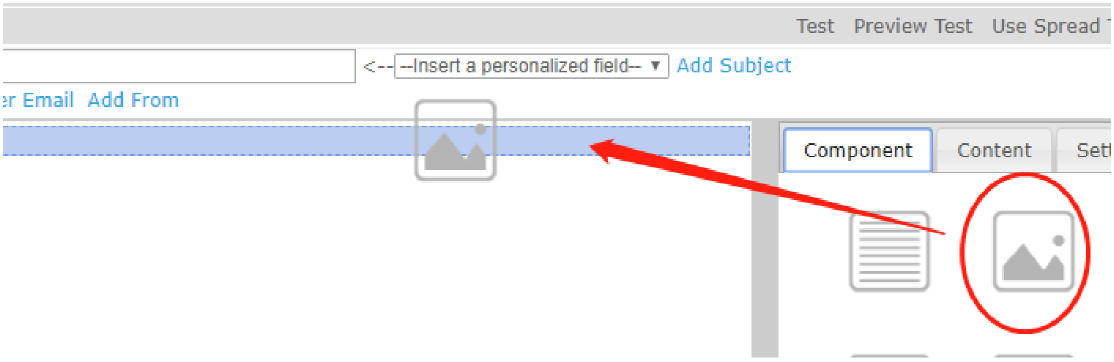


4) Change the text style and add URL in the Text Editor Bar

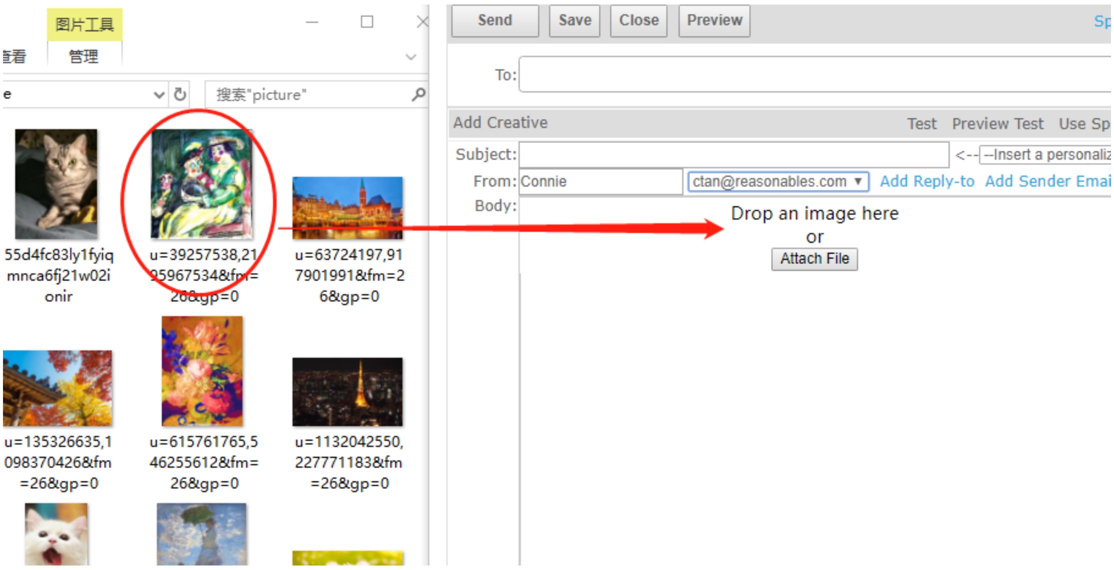


Add Pictures

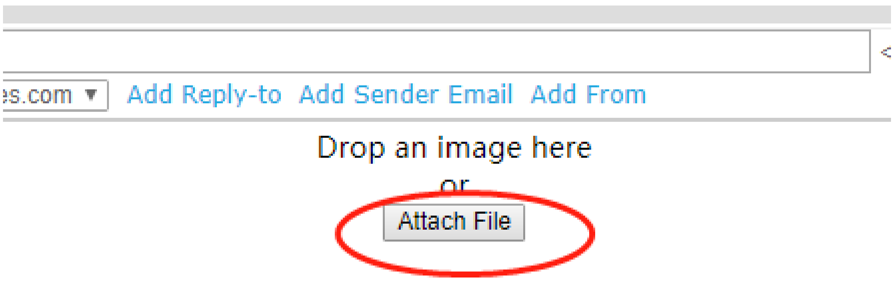
1) Drag the “Picture” component to drop when blue bar appears



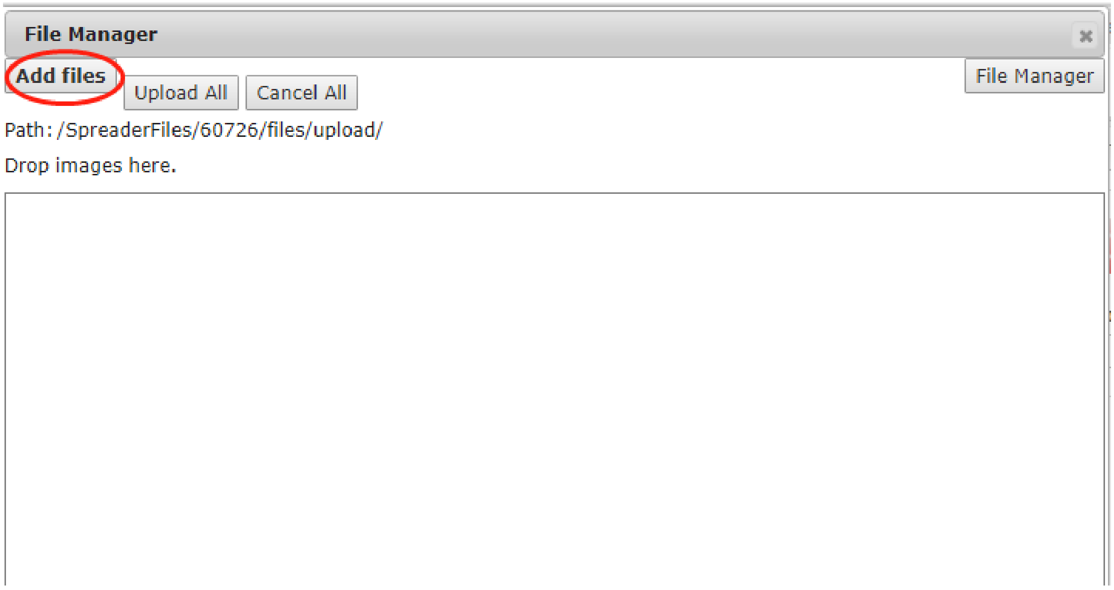
A. Drag the picture to the content from PC directly



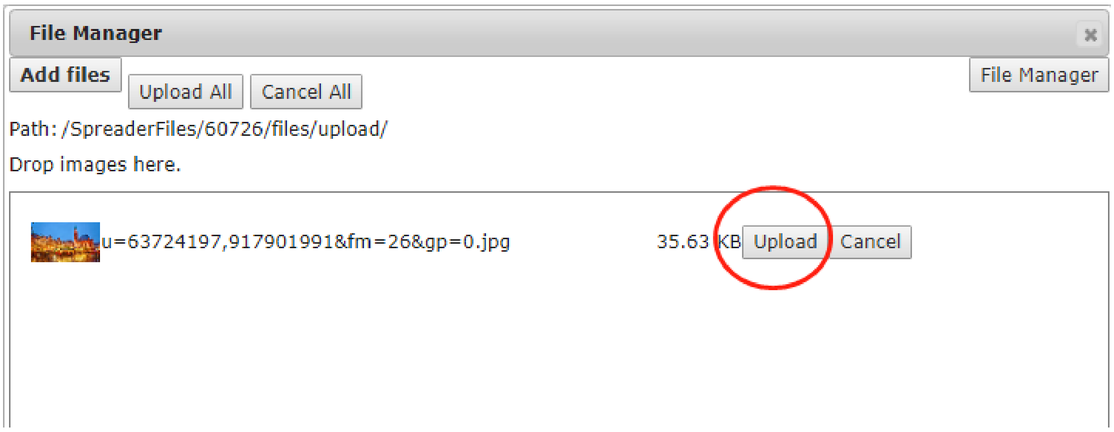
B. Click “Attach File”



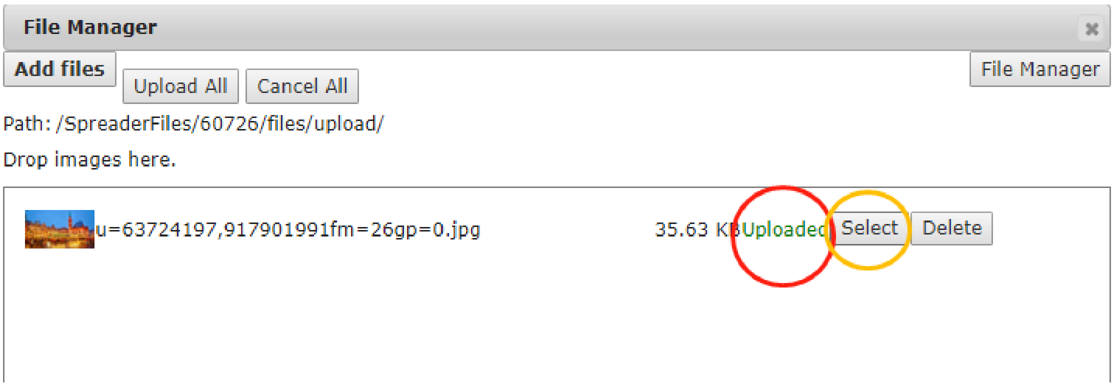
1) Click “Add Files” and choose the pictures from PC



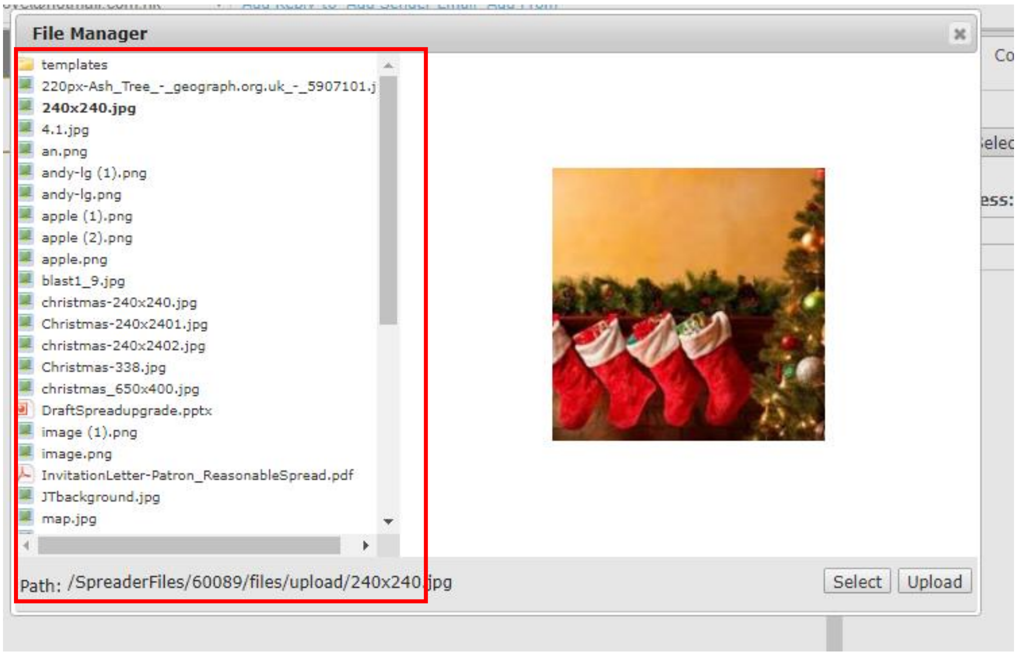
2) Click “Upload”



3) Click “Select”



C.   If you have already uploaded pictures to your file manager, you could just "Select" it



✧ Picture size Limitation:

Upload to File Management: 1M

Drag and Drop: 4M

✧ The File Manager can storage total 200M file.

Even if the File Manager has no storage, Client still can add new pictures to a Campaign by "drag" from computer

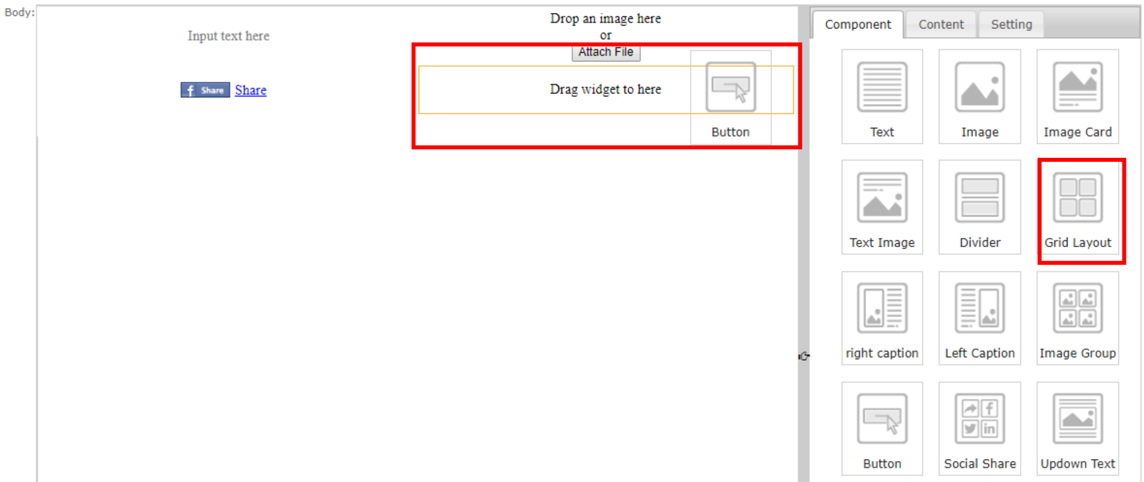
Grid Layout

1) Drag and drop the component "Grid Layout"

2) Set the Grid Layout Style

3) Click "Component" and select components you would like to combine

4) Drop until a box with orange outline appears.



5) Edit the components.

6) Click "Finish".

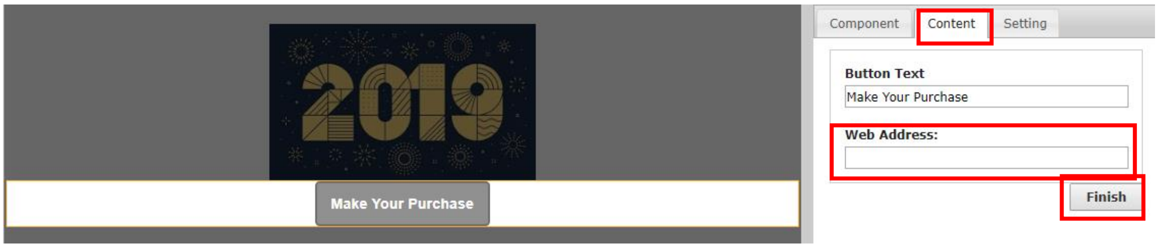
Add URL (Image and Button)

7) Click on the component

8) Click “Content”

9) Enter the URL

10) Click “Finish”



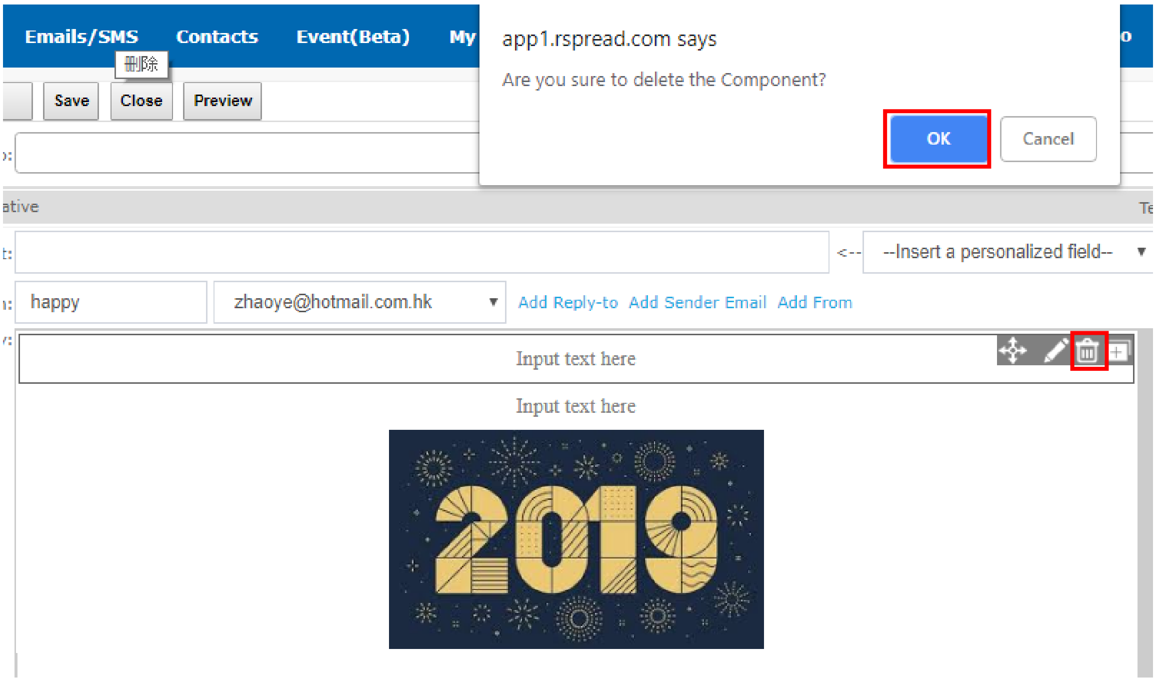
Copy, Move and Delete component

1) Copy, move and delete component using the button in the upper right side of each component

2) To move the component, click the button below and hold it until a grey bar appears

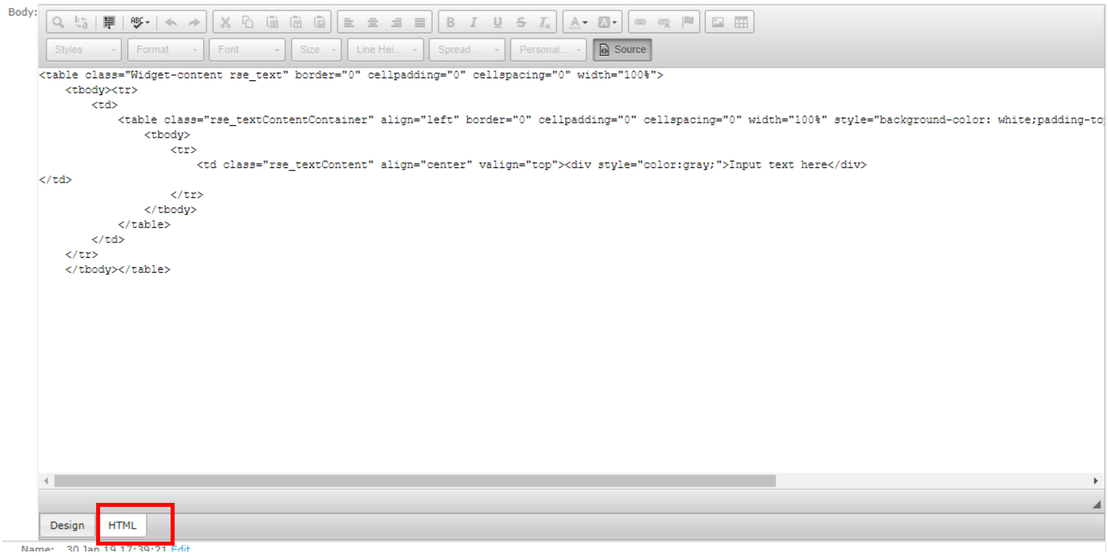
3) Drop it to the position you want until a blue bar appears

4) To delete component, click the button for delete and click “OK” in the pop-up banner.


Emails/SMS
Contacts
Event(Beta)
删除
Save
Close
Preview
app1.rspread.com says
Are you sure to delete the Component?
OK
Cancel
--Insert a personalized field--
happy
zhaoye@hotmail.com.hk
Add Reply-to
Add Sender Email
Add From
Input text here
Input text here
2019

HTML Upload

1) Click “HTML” in the bottom of the Smart Editor.



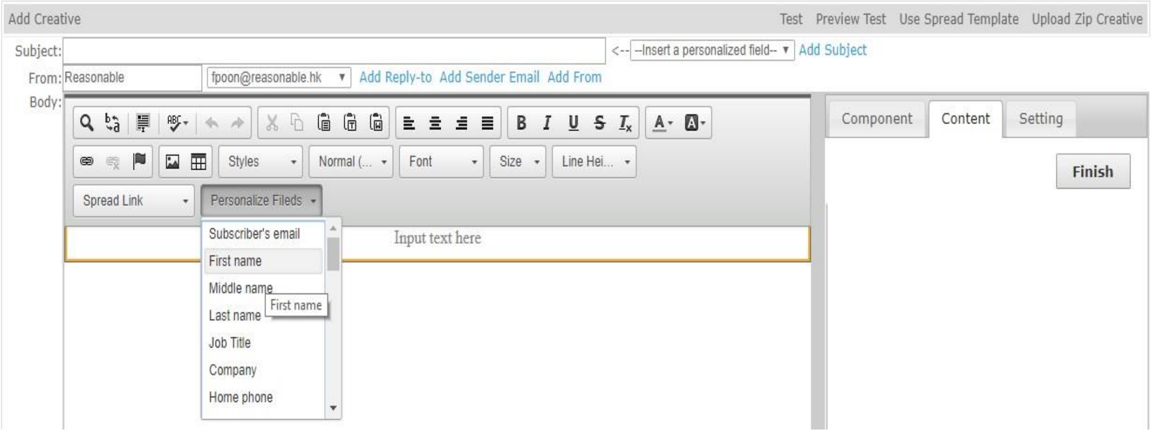
2) Hold “Ctrl” and “A” to select all unwanted code. Press “Delete”.

3) Paste your HTML.

4) Click “Design” to view the layout.

Personalized Email Content

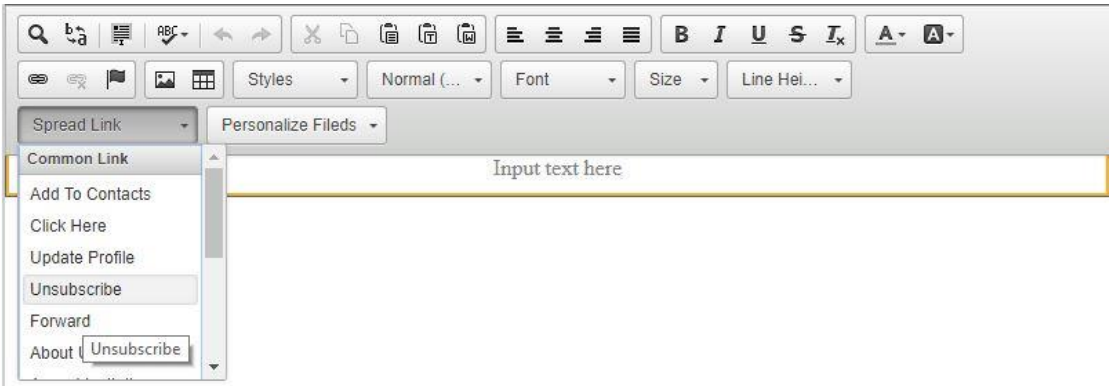
1) Click the drop-down list "Personalized Fields" and choose from it.



- ✧ Please refer to the part "Upload Contacts".

Functional Button

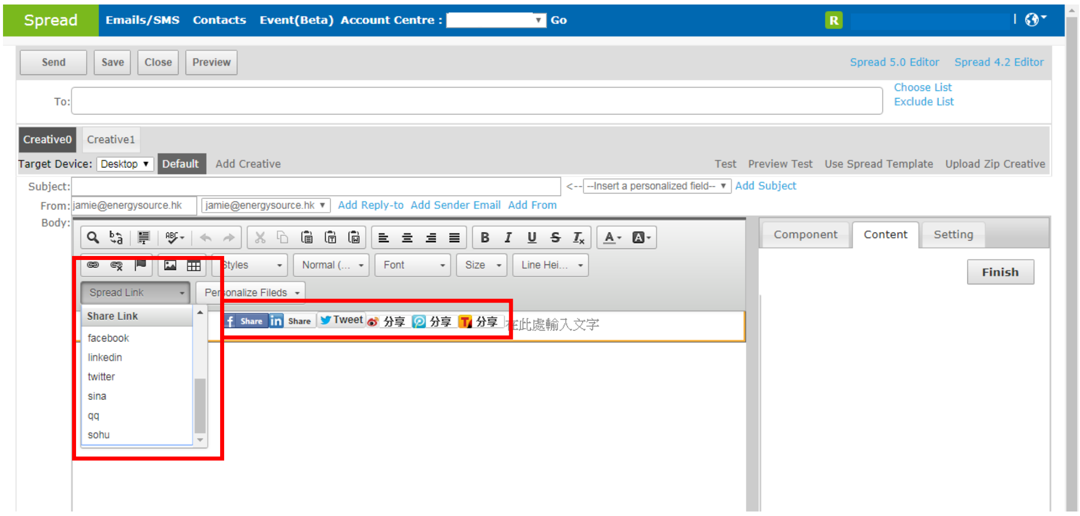
1) Click the drop-down list “Spread Link” and choose from it.



Share to Social Media Button

1) In text component, click the drop-down list “Spread Link” in Word Editor.

2) Scroll down and choose from it.



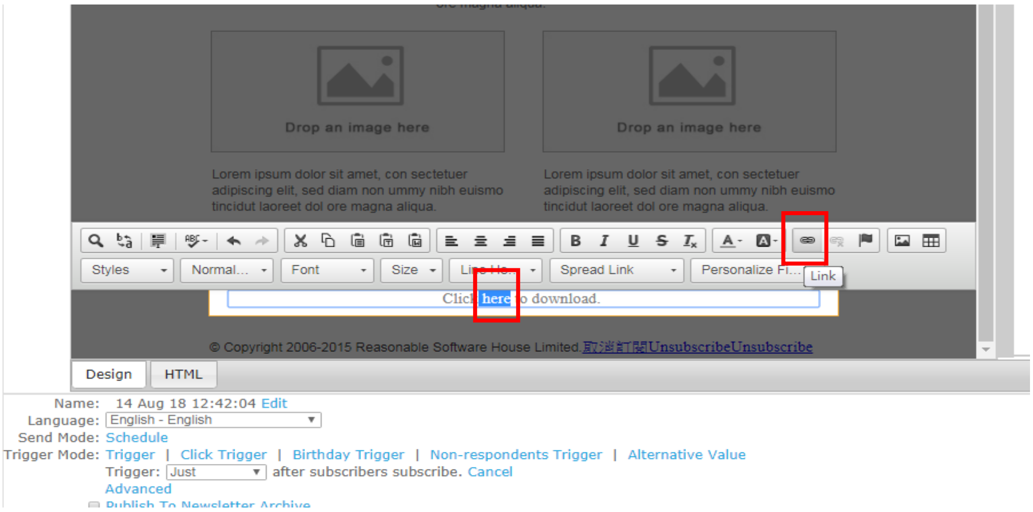
Add Attachment

✧ Currently we do not support attachment for edm. It's not suggested to send attachment through edm, as it might increase the spam rating by ISP. You may try the walk around solution by upload the attachment to system, attach the hyperlink and let recipients click to download the file.

✧ File size smaller than 1M is supported.

1) Highlight the text you would like to hyperlink.

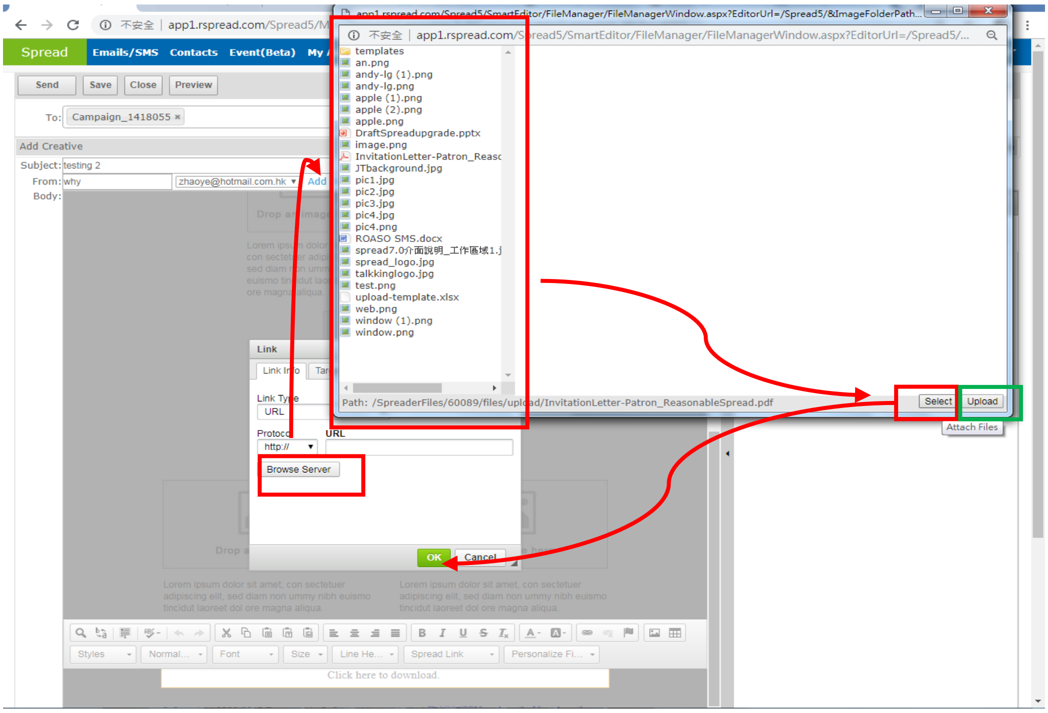
2) Click "Link"



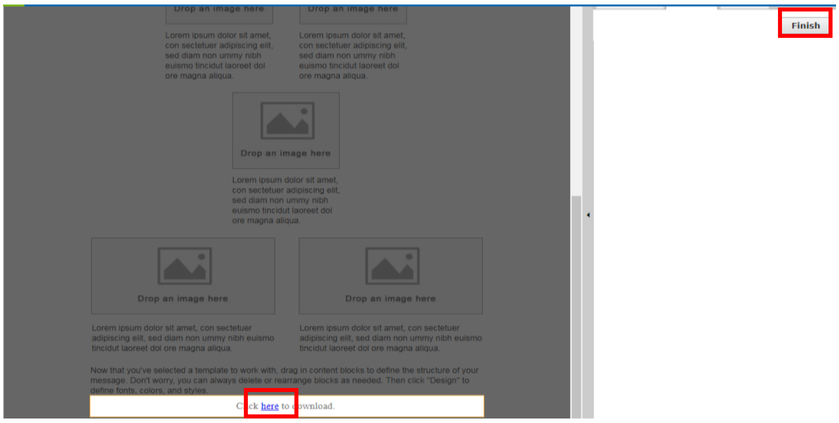
3) Click "Browse Server" in the pop up window.

4) Select the file you would like to attach on the left OR upload the file as the way you upload image.

5) Click "OK".

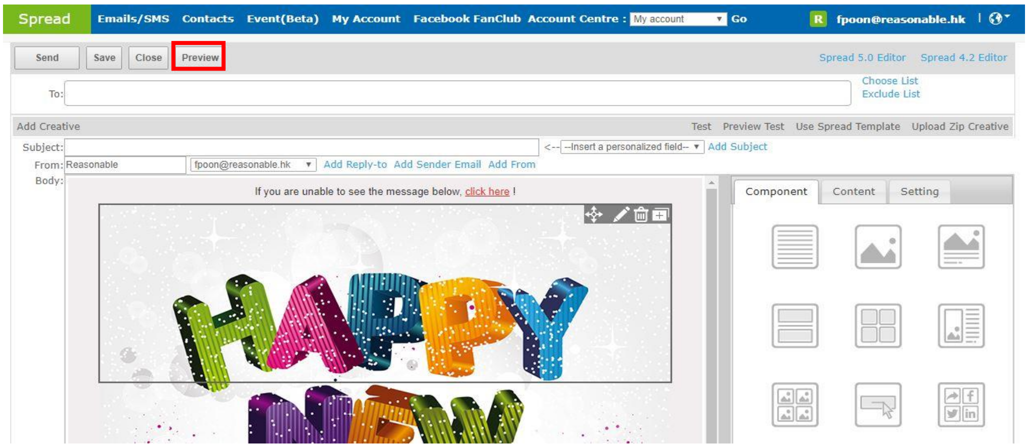


6) Click "Finish".

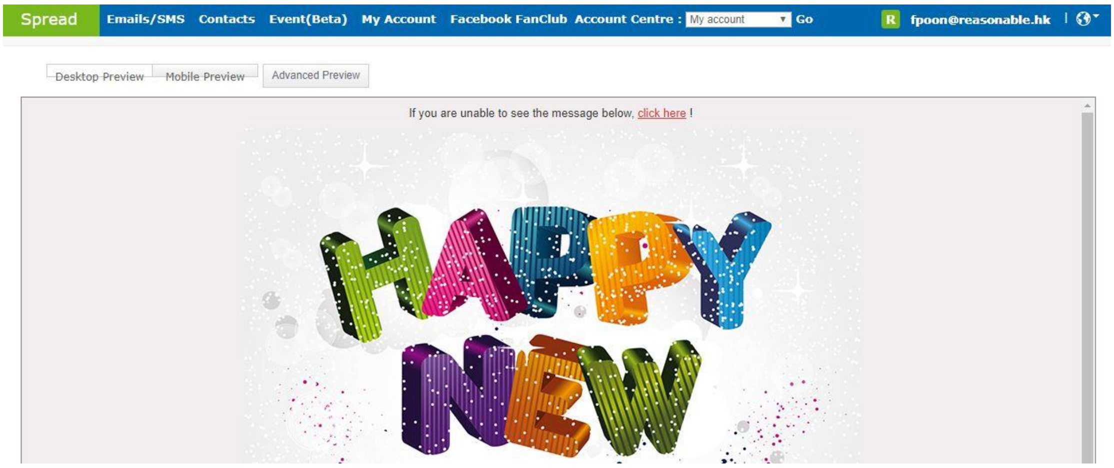


Preview

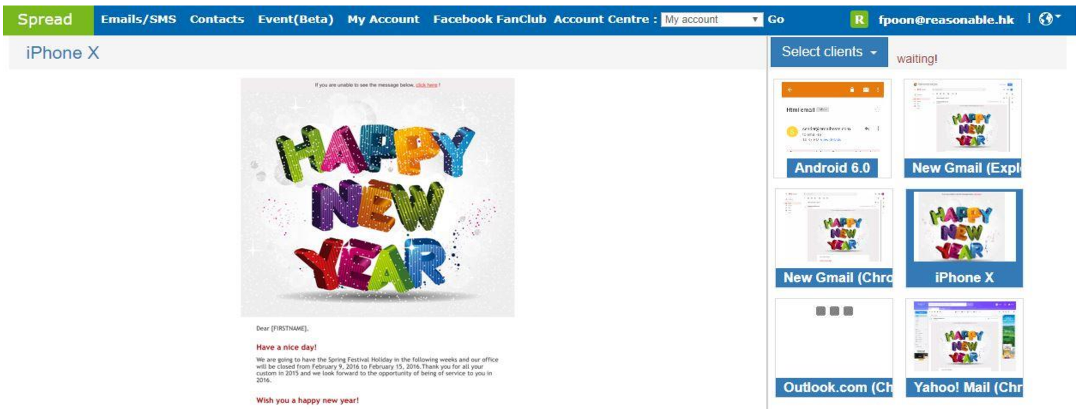
1) Click "Preview" on the right.



2) Check on either "Desktop/Mobile Preview" to see different formats

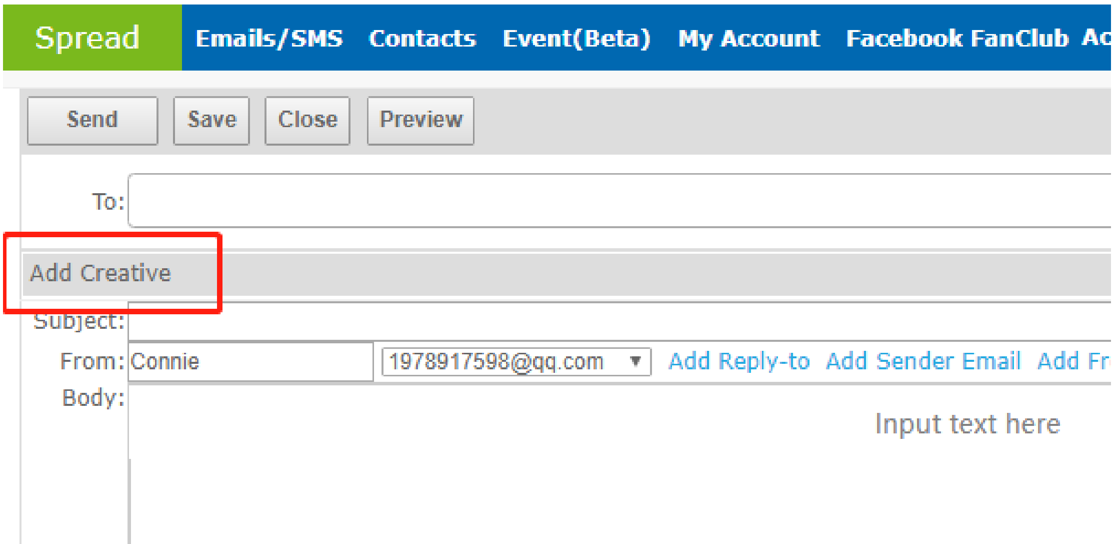


3) By clicking "Advanced Preview", you can see the email preview in different devices and different mailbox service.



A/B Testing

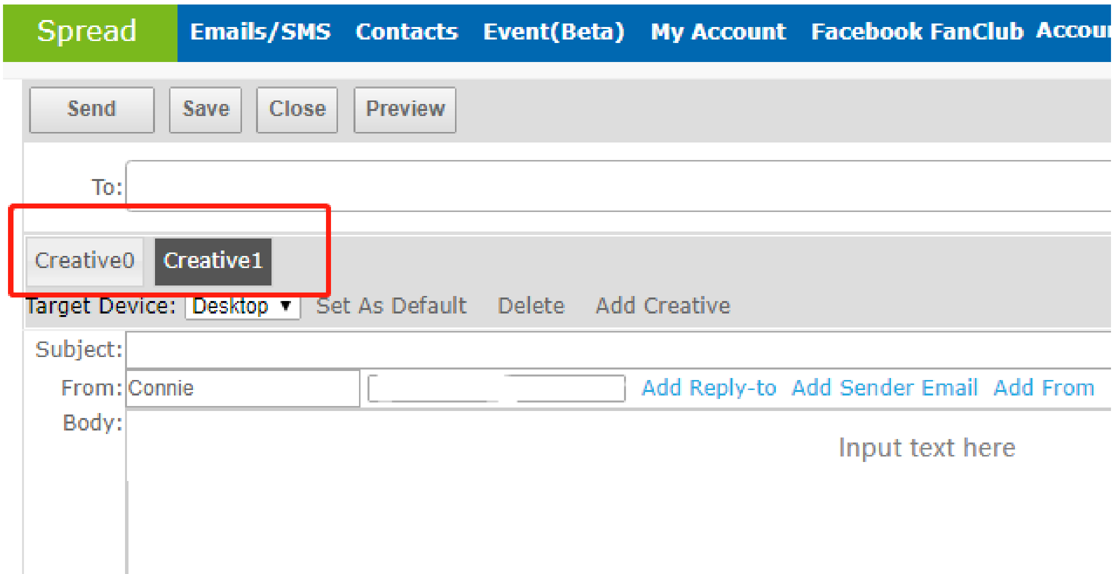
1) In Smart Editor, click “Add Creative” on the left



2) Change the subject, the sender name and/or email design in “Creative 1”.

3) Shift between creatives using the button on the left.

4) The system will randomly send out one creative to contacts in a list.

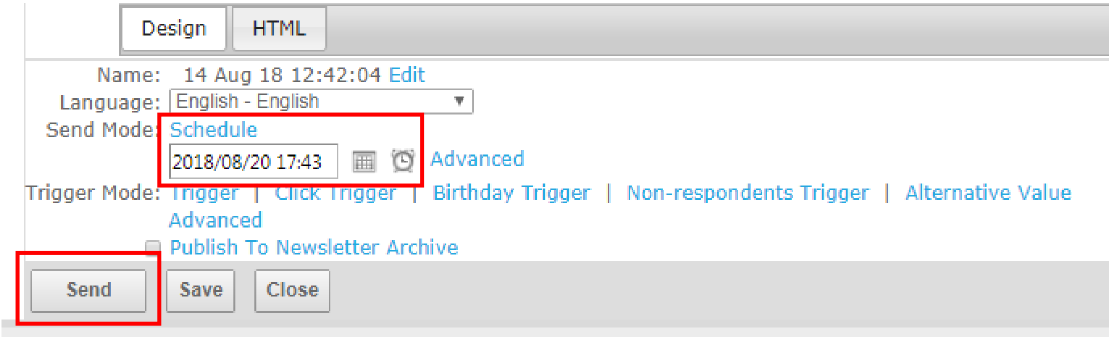


Scheduling

A. To send emails at one moment

1) In Smart Editor, click “Schedule” in the bottom and choose the time you would like to send.

2) Click “Send”.

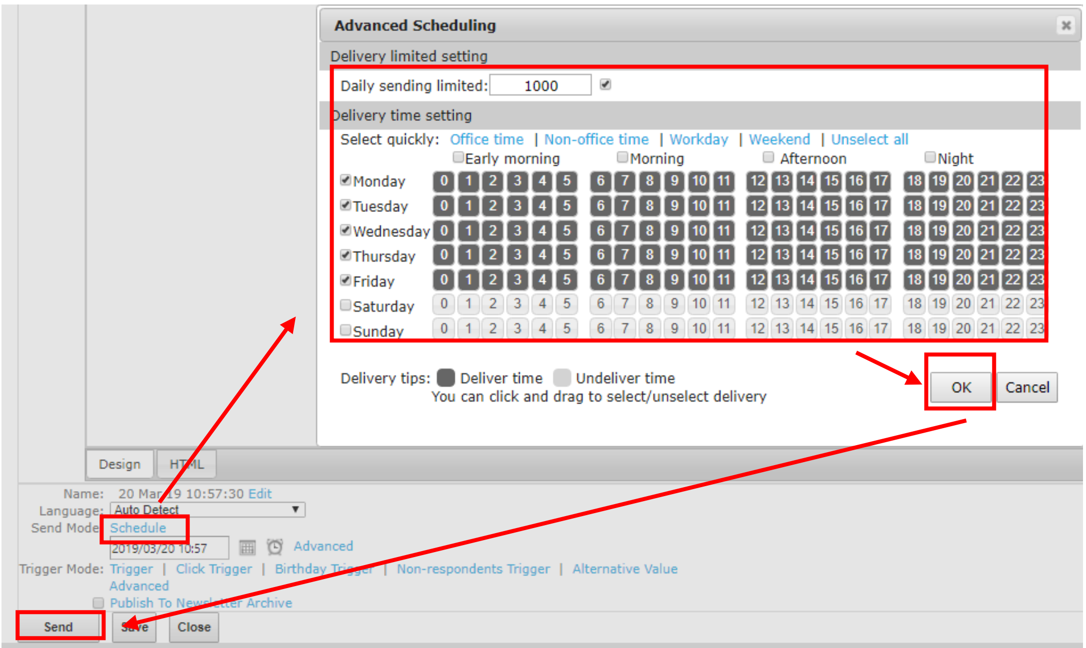


B. To send emails within a period

1) Click “advanced”.

2) A timetable pops up. Select the timeslot(s) you would like to send emails and decide whether a daily sending limit is set.

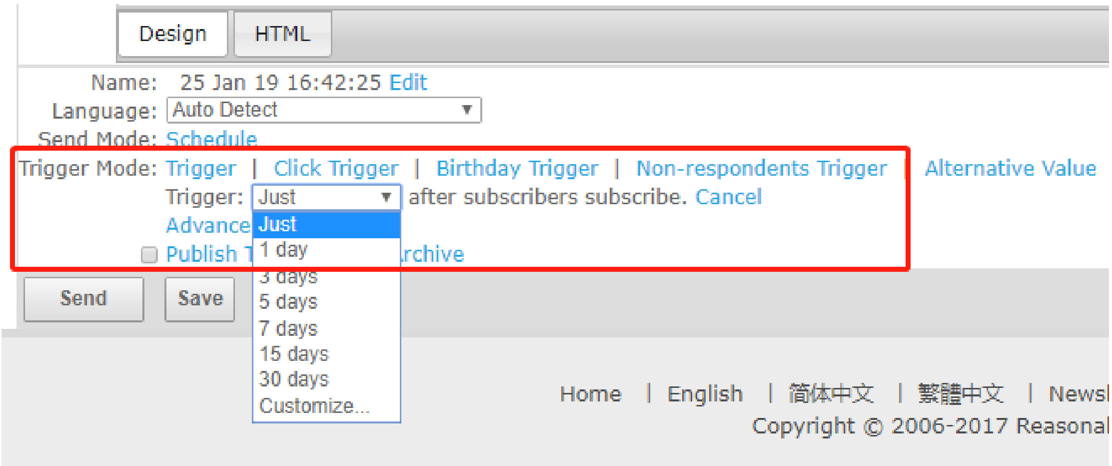
3) Click “OK” and “Send”.



Set Trigger

In the bottom of Smart Editor, click:

A. "Trigger": trigger the email after subscribers sign up.

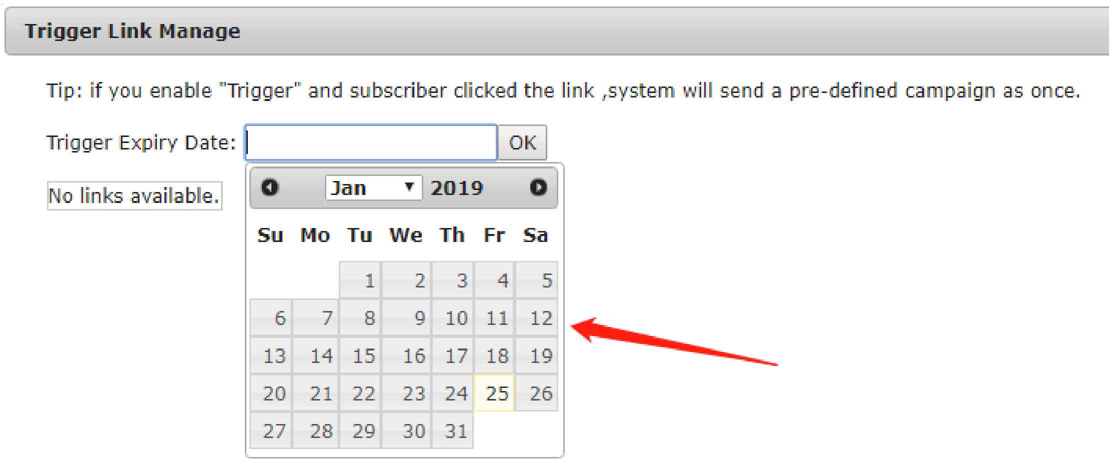


1) Decide when to trigger.

2) Click "Send" to activate the campaign.

B. "Click trigger": a follow-up email will be triggered when the recipient clicks a link in the email.

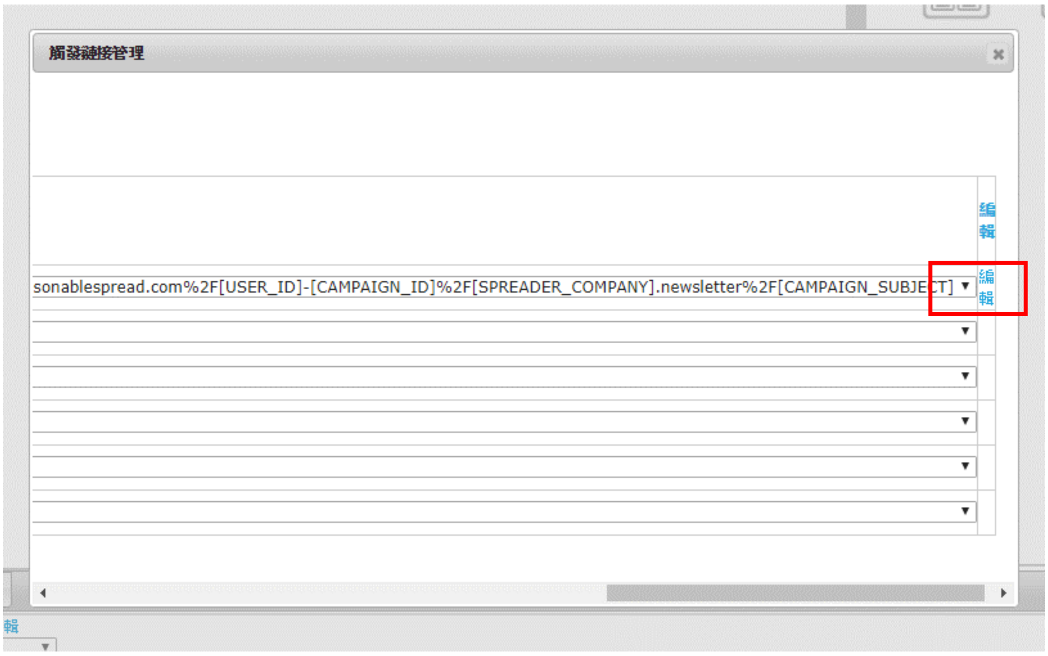
1) Decide "Trigger Expiry Date".



2) Tick the trigger box of the link and then confirm.

3) A triggered campaign named “UrlClicked_xxx” will automatically generated and shown in the home page with all campaigns.

4) Go to the triggered campaign and edit it.

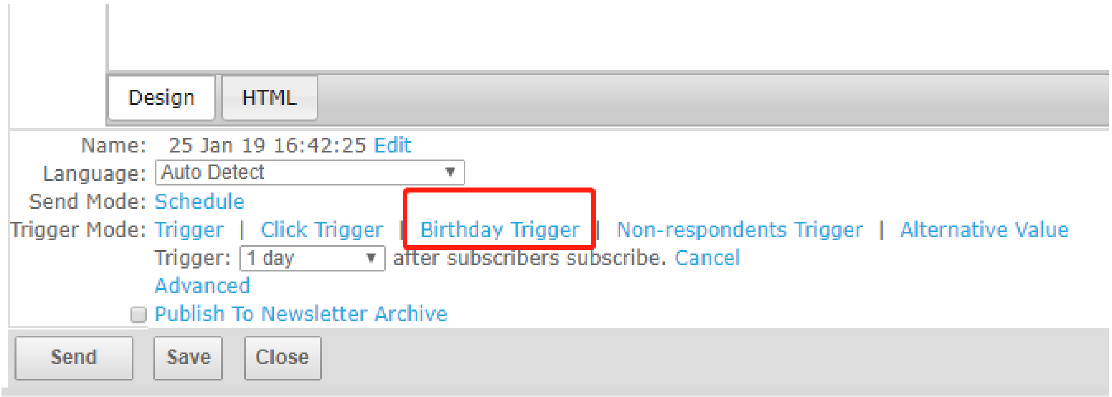


5) Click “Send” to activate the triggered campaign.

C. *Birthday Trigger*

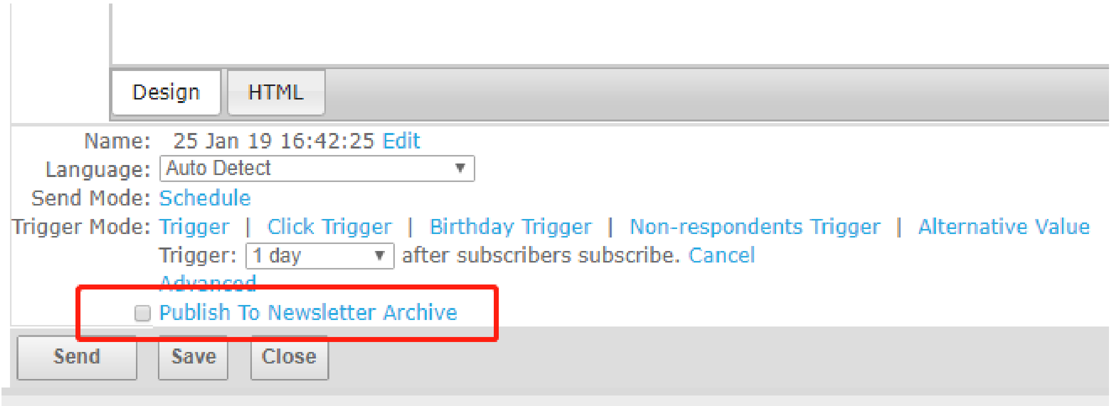
1) Click “Birthday Trigger” and fill in the information accordingly.

2) Click “Send” to activate the campaign.



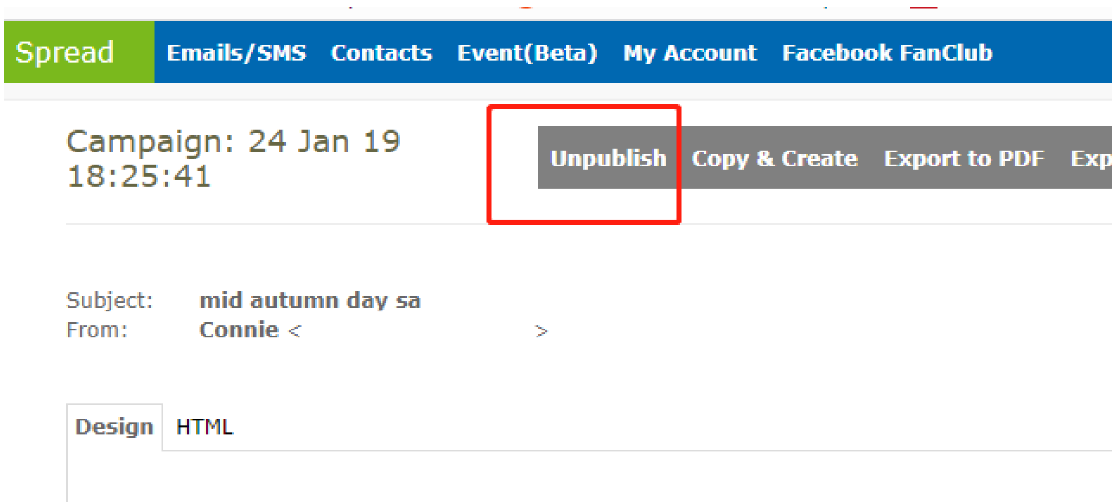
Publish

1) Click “Publish” in the bottom of Smart Editor.



2) When it publishes successfully, a pink symbol is shown in the row of that campaign in home page. Click it to view the email in archive.

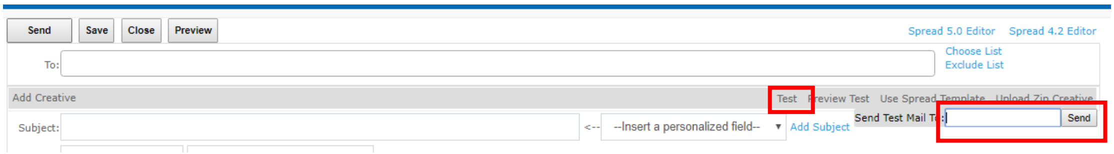
3) click “Unpublish” on the right in the report page if the email is not needed to be searched by search engines.



✧ Google’s policy is to remove data in 30 days, so even you clicked unpublish, you still need to wait for 30 days.

Send test email

1) When you finish your design and would like to check the layout, links embedded, click "test" in right of the Smart editor.

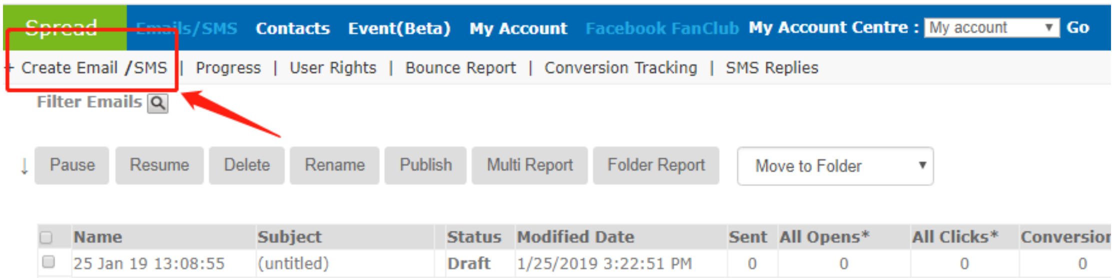


2) Type in the email address you would sent.

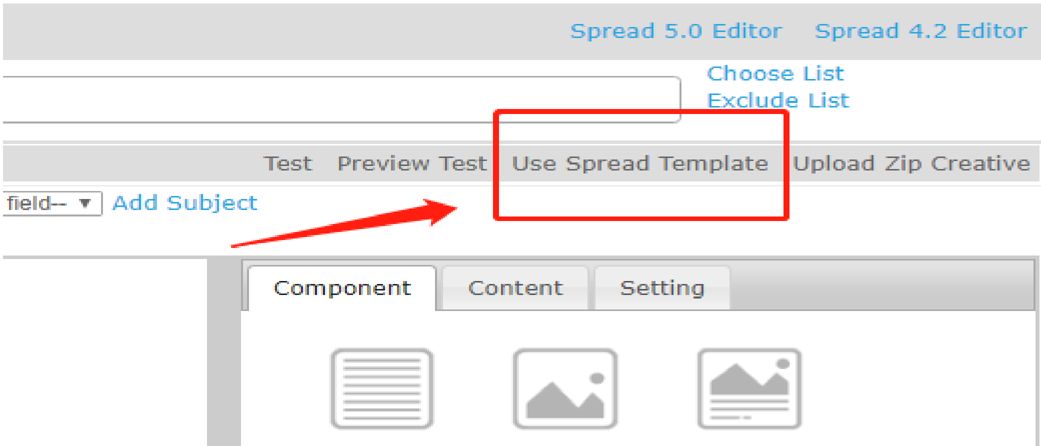
3) Click "Send".

Use Free Template

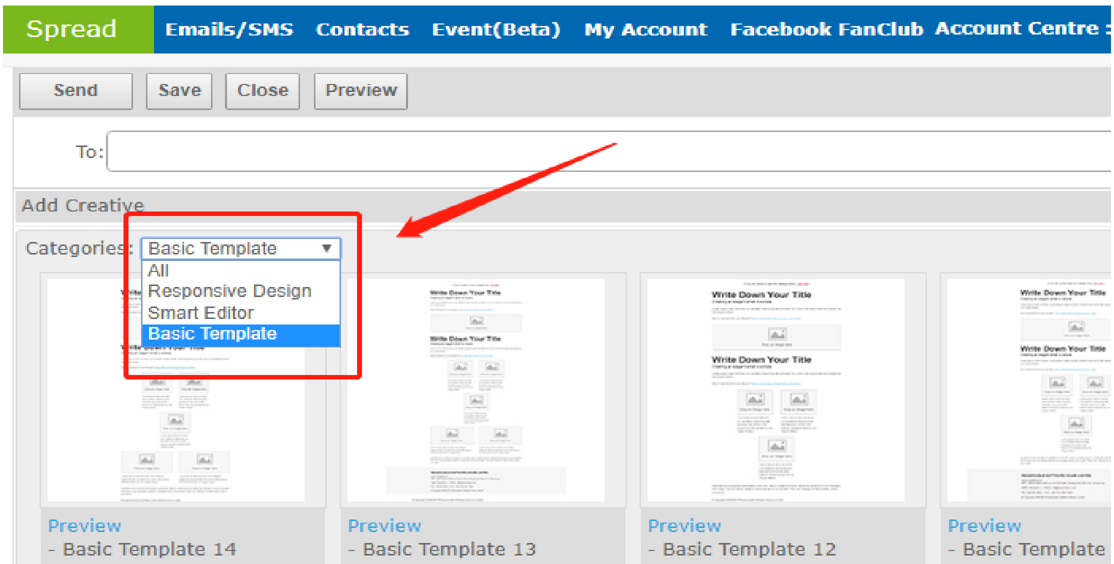
1) Click “Create Email”.



2) Enter the Smart Editor interface and then click “Use Spread Template” on the right.



3) Choose the category of template on the left, click on the template you want and insert.



Manage contact list

Upload Contact

1) Import contact information by uploading excel

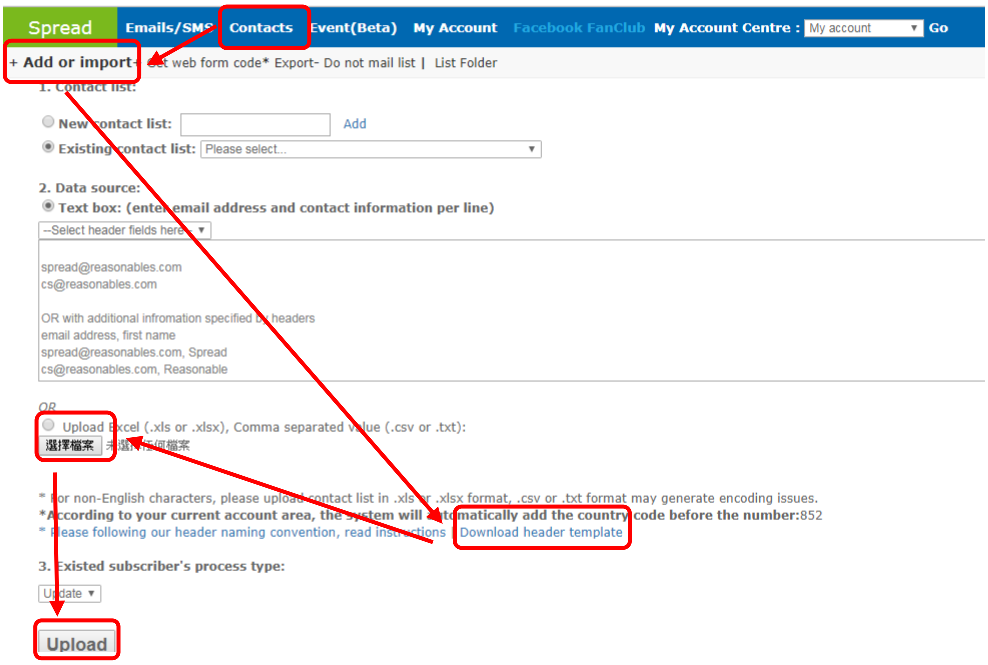
   i. Click “Contacts” in header

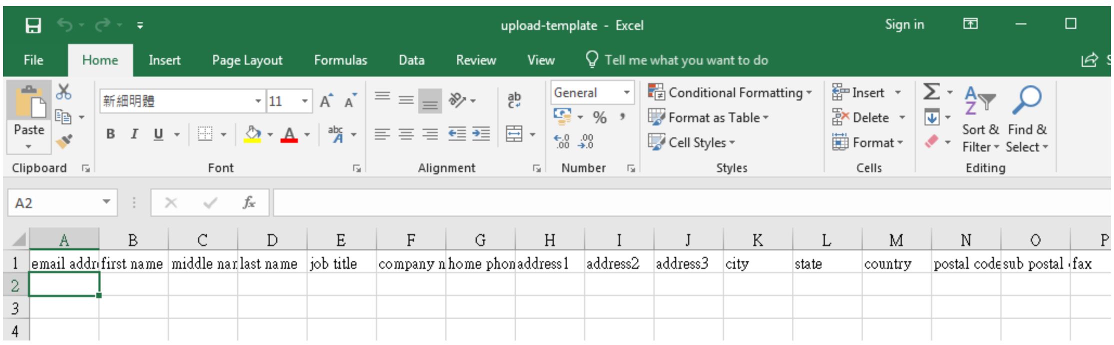
   ii. Click “Add or import”

   iii. Click “Download header template”

   iv. Fill in contact information accordingly

   v. Upload the excel file

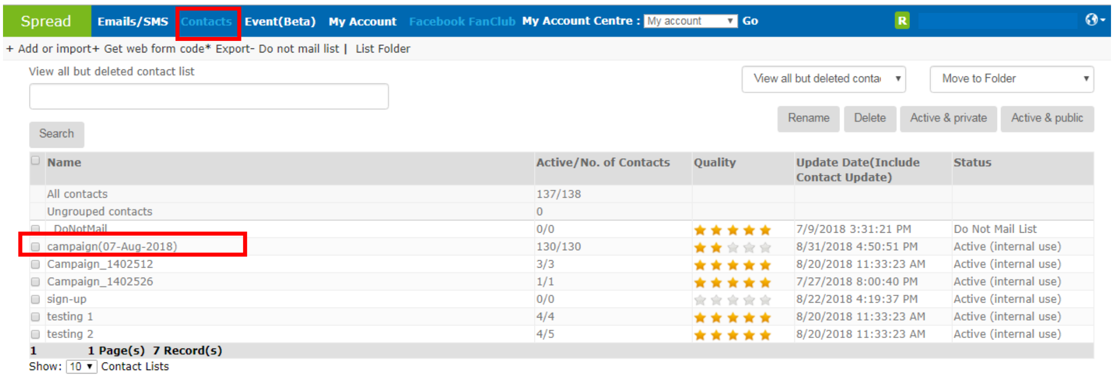




Export Active Contacts

1) Click “Contact”.

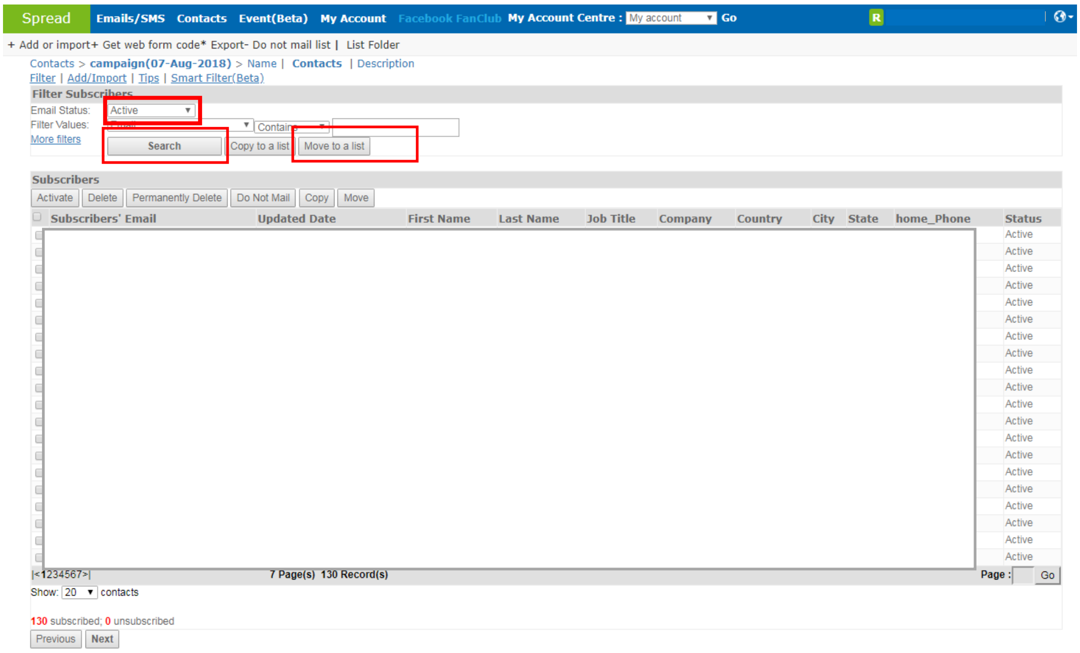
2) Click the contact list.



3) Chosse “Active” in the email status.

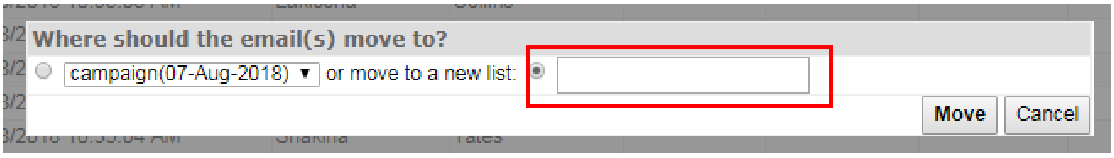
4) Click “Search” to filter out all active contacts.

5) Click “Move to a list”.



6) A form pops up and name the new list.

7) Click “Move” and a new list is created.



8) Choose this “active” list when creating a new campaign.

Do Not Mail List/Activate

A. To put someone on "Do not mail list"

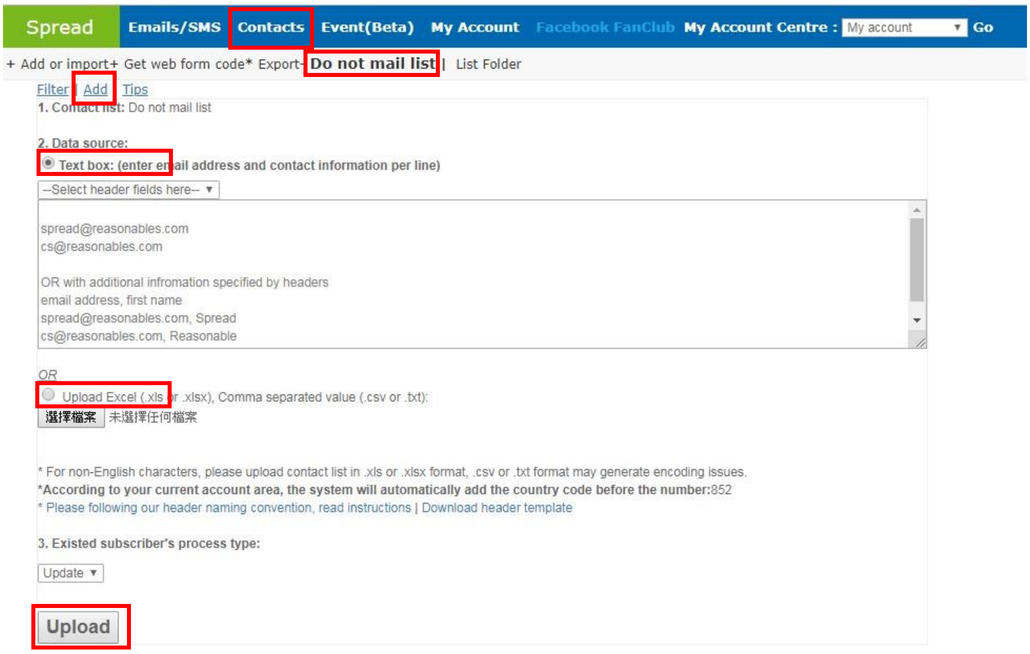
1) Click "Contact".

2) Click "Do not mail list".

3) Click "Add".

4) Upload the email you do not want to send anymore by text or excel.

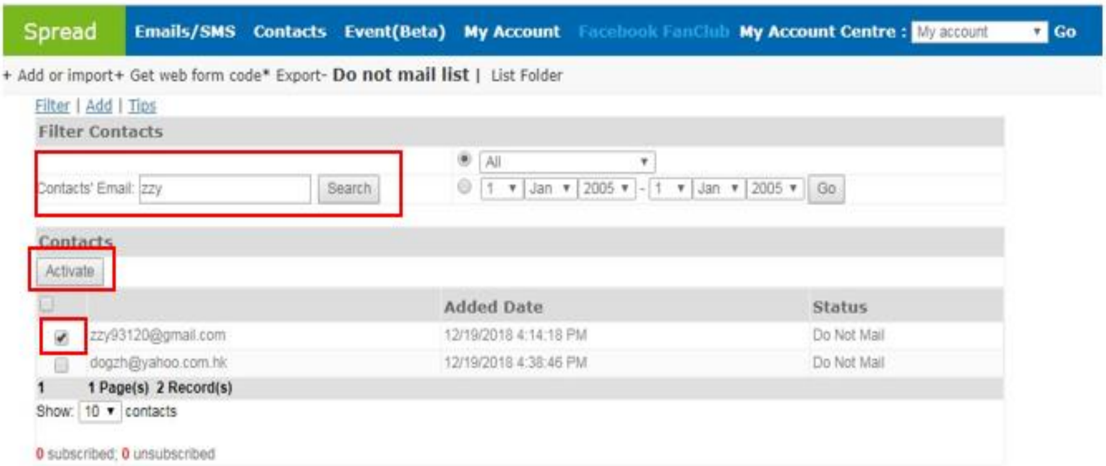
5) Click "upload".



B. To active email address which are on "Do not mail list"

1) On the same page as shown above, search the email address you would like to activate.

2) Tick the address.

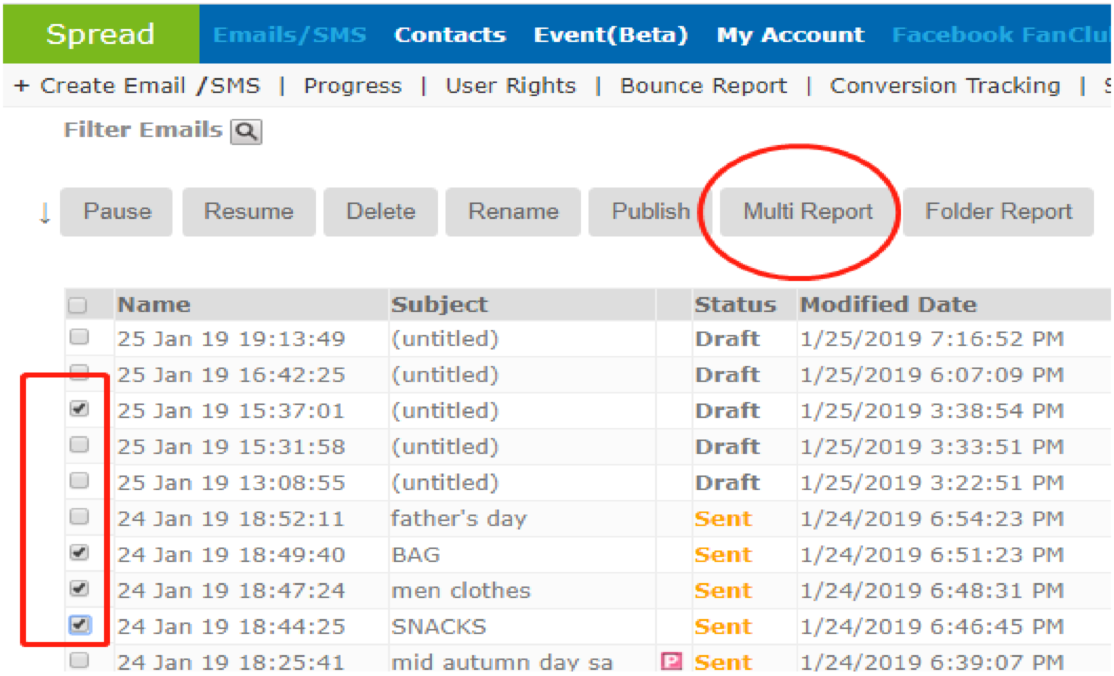

Spread
Emails/SMS
Contacts
Event(Beta)
My Account
Facebook FanClub
My Account Centre :
My account
Go
+ Add or import+ Get web form code* Export- Do not mail list | List Folder
Filter | Add | Tips
Filter Contacts
Contacts' Email: zzy
Search
All
1 Jan 2005 - 1 Jan 2005
Go
Contacts
Activate
Added Date
Status
zzy93120@gmail.com
12/19/2018 4:14:18 PM
Do Not Mail
dogzh@yahoo.com.hk
12/19/2018 4:38:46 PM
Do Not Mail
1 1 Page(s) 2 Record(s)
Show: 10 contacts
0 subscribed; 0 unsubscribed

Report

Get Multi-Report

1) Select the campaigns you would like to review.

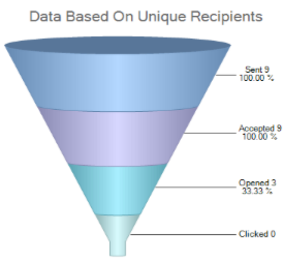
2) Click “Multi-report”.

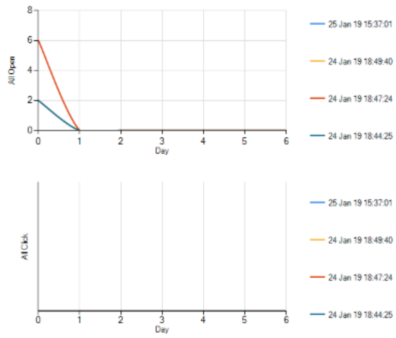


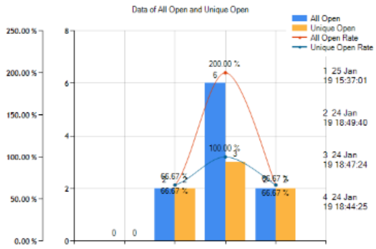
3) A multi-report is generated as shown below:

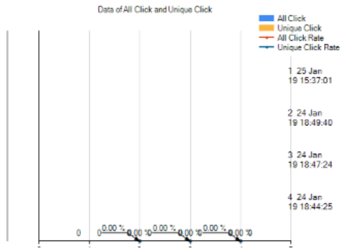
Campaign:
25 Jan 19 15:37:01
24 Jan 19 18:49:40
24 Jan 19 18:47:24
24 Jan 19 18:44:25

Sent	9 (100.00 %)
Accepted	9 (100.00 %)
All Open	10 (111.11 %)
Unique Open	3 (33.33 %)
All Click	0
Unique Click	0
Conversion	0
Spam	0
Unsubscribed	0
Bounce	0
Hard Bounce	0
Soft Bounce	0
Sent failed	0
Start Time	1/24/2019 3:02:19 AM
Finish Time	1/24/2019 7:04:06 PM
Sent Per Hour	1



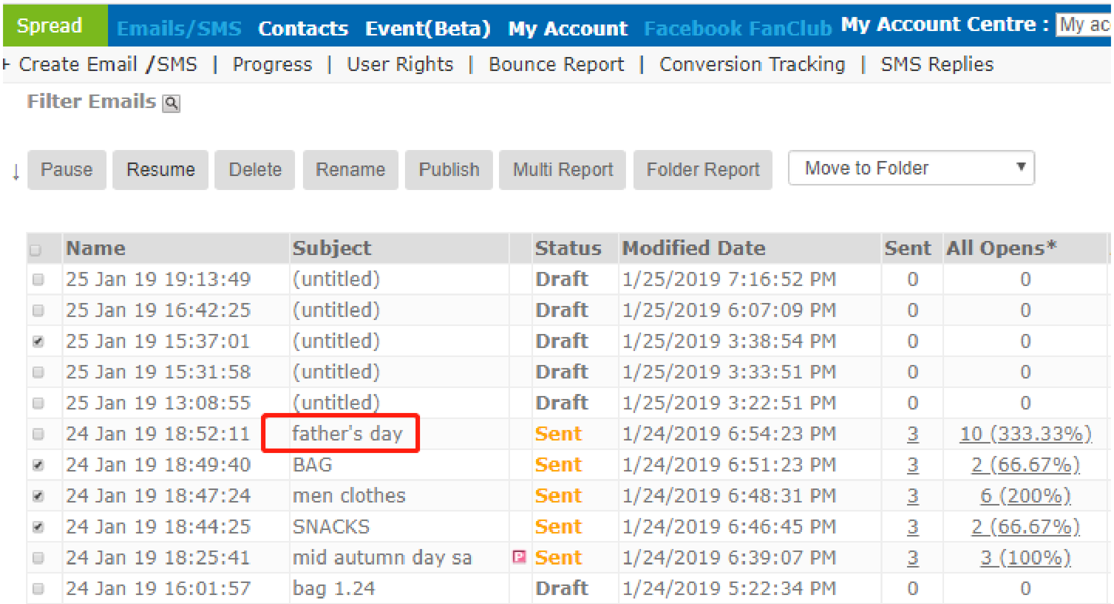






Get Report on Open by Hour/Day Report for One Campaign

1) Click the “subject” of campaign you would like to review in home page.

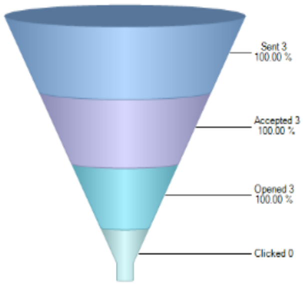


2) A campaign report is generated as shown. Scroll down and view statistic of “open/click by day”.

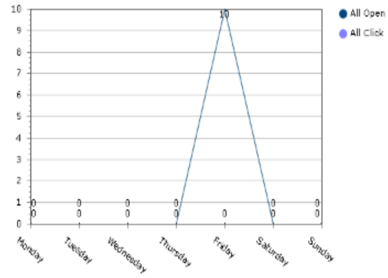
Report By

Summary | URL | Contact List | Domain | Device

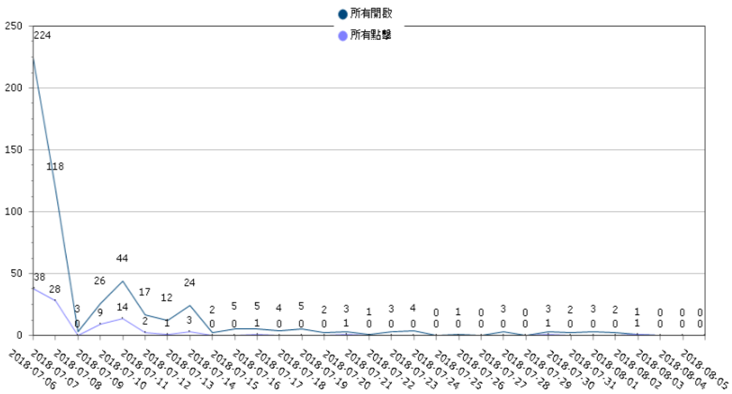
Sent	3 (100.00 %)
Accepted	3 (100.00 %)
All Open	10 (333.33 %)
Unique Open	3 (100.00 %)
All Click	0
Unique Click	0
Conversion	0
Spam	0
Unsubscribed	0
Bounce	0
Hard Bounce	0
Soft Bounce	0
Sent failed	0
Start Time	1/24/2019 6:55:43 PM
Finish Time	1/24/2019 7:06:11 PM
Sent Per Hour	17



Open/Click Day Of Week

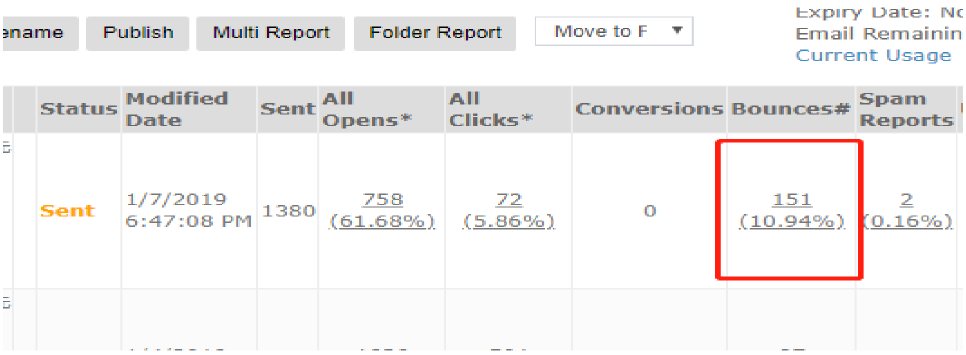


Open/Click By Day(Only 30 days data showed)



Report on Reasons of Bounce; Export Bounce Contact List

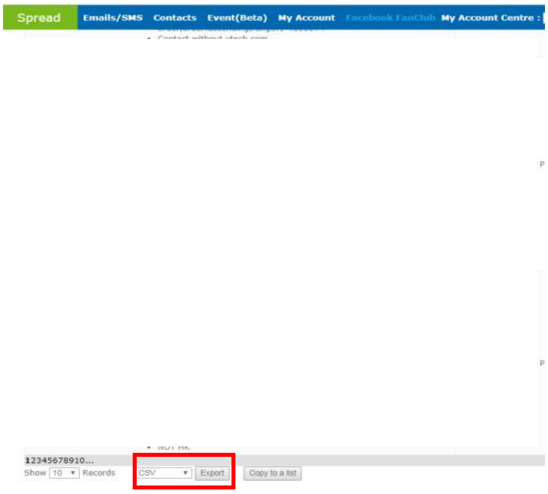
1) Click the “Bounce” no. of the campaign you would like to review in home page.



2) A campaign report is generated.

3) Scroll down and click on no. in “Bounce” row.

4) A bounce report will be generated. Choose the type of file you would like to export and click “Export”.



5) A link for report download will be sent to your log in email.

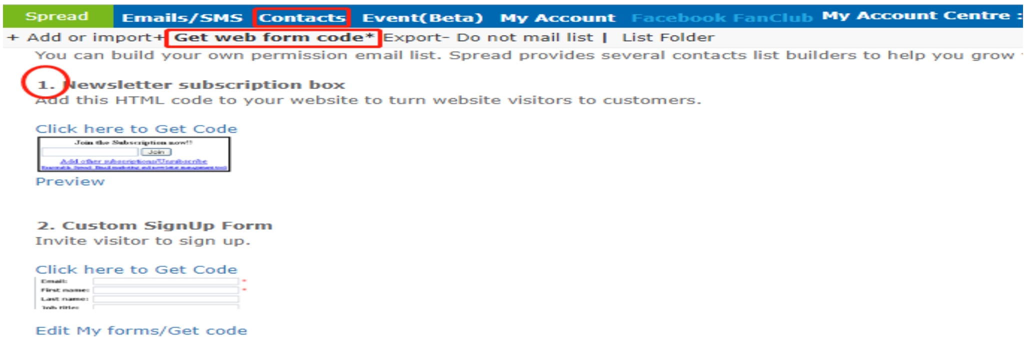
Create subscription box & signup form

Create Newsletter Subscription Box

1) Click “Contacts”

2) Click “Get web form code”.

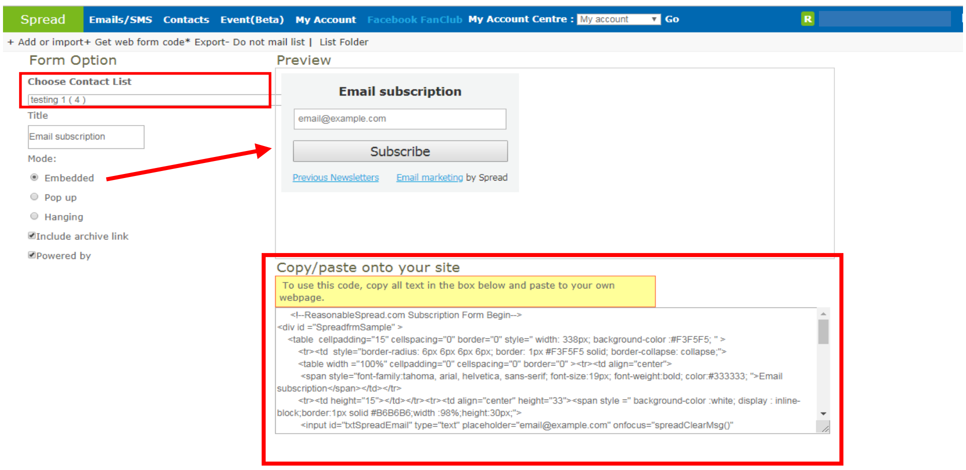
3) Click “Click here to get Code” under “1. Newsletter subscription box”.



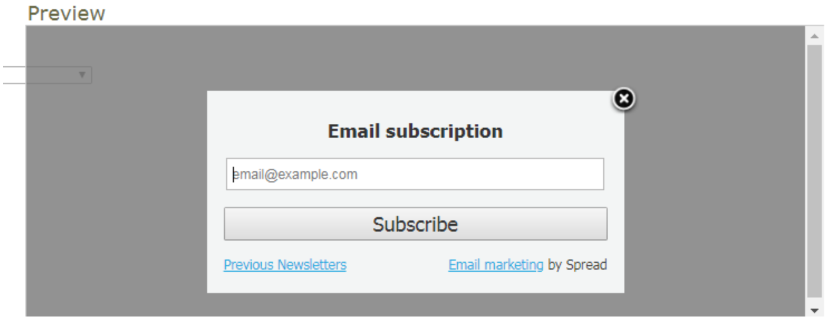
4) Choose a contact list that your new subscribers will add in on the left.

5) Choose the mode of subscription box on the left.

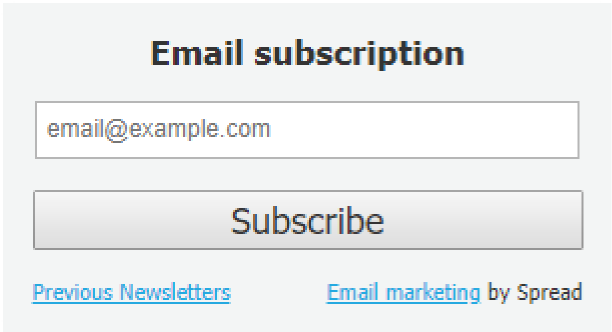
6) Copy the text in the box on the right and paste it to your own page.



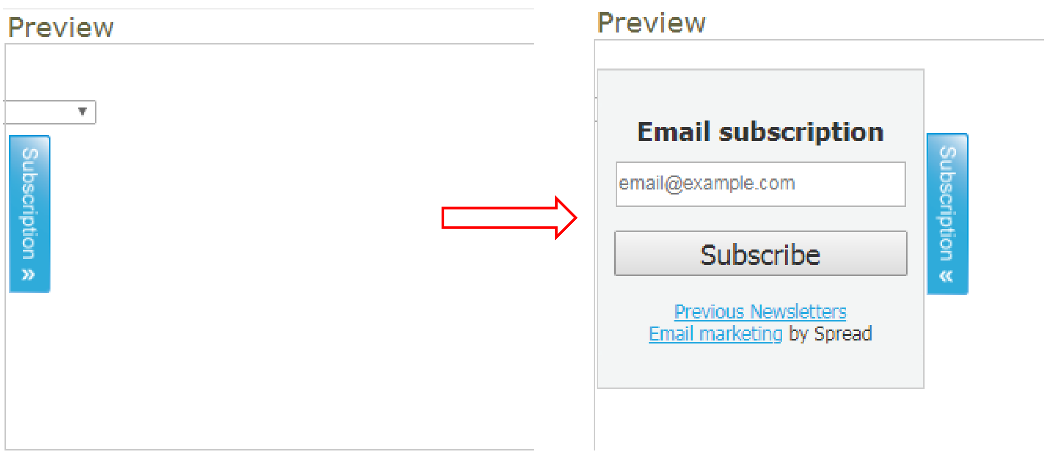
Pop up mode:



Embeded mode:



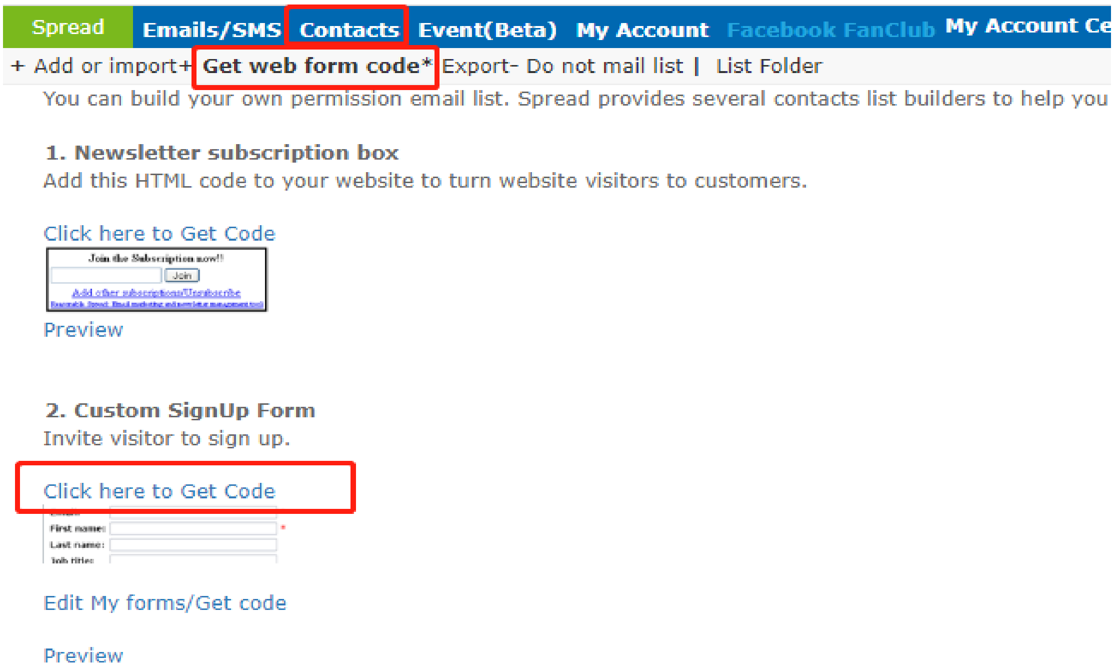
Hanging mode:



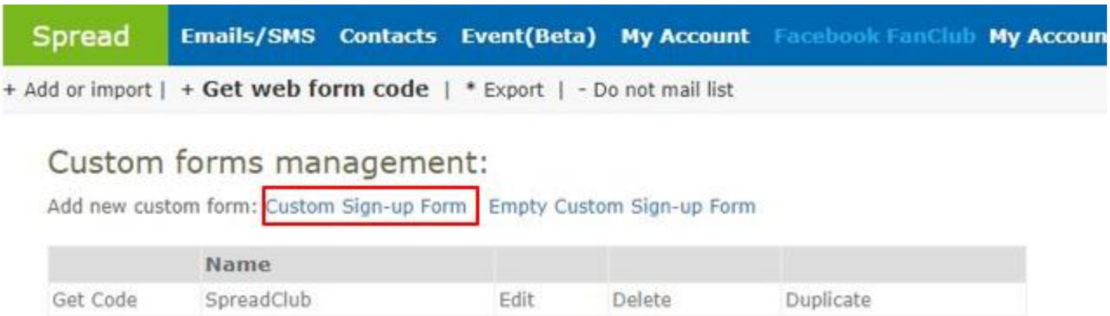
Create Subscription Form

1) Click “Contacts” in header and then “Get web form code”.

2) Click “Edit My forms/Get code”.



3) Click “Custom Sign-up Form”.

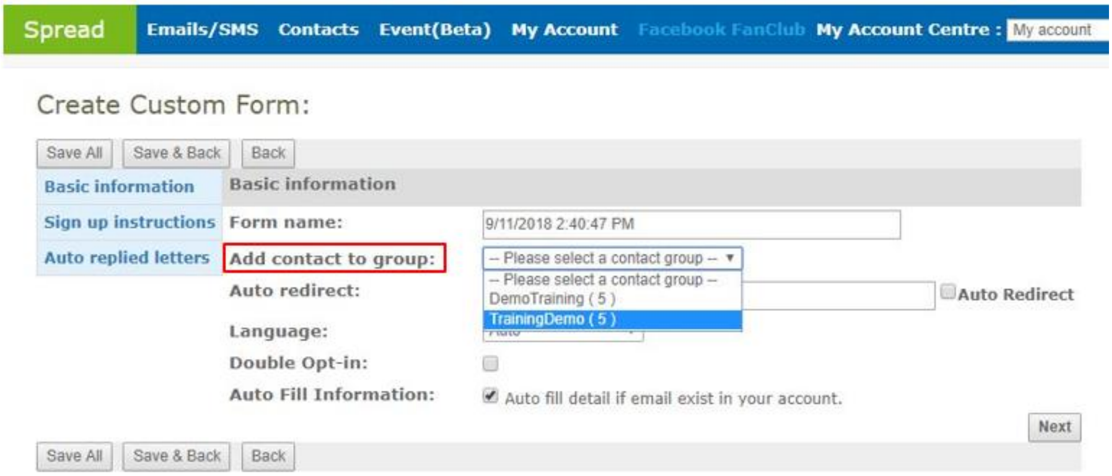


4) Fill in the information page by page.

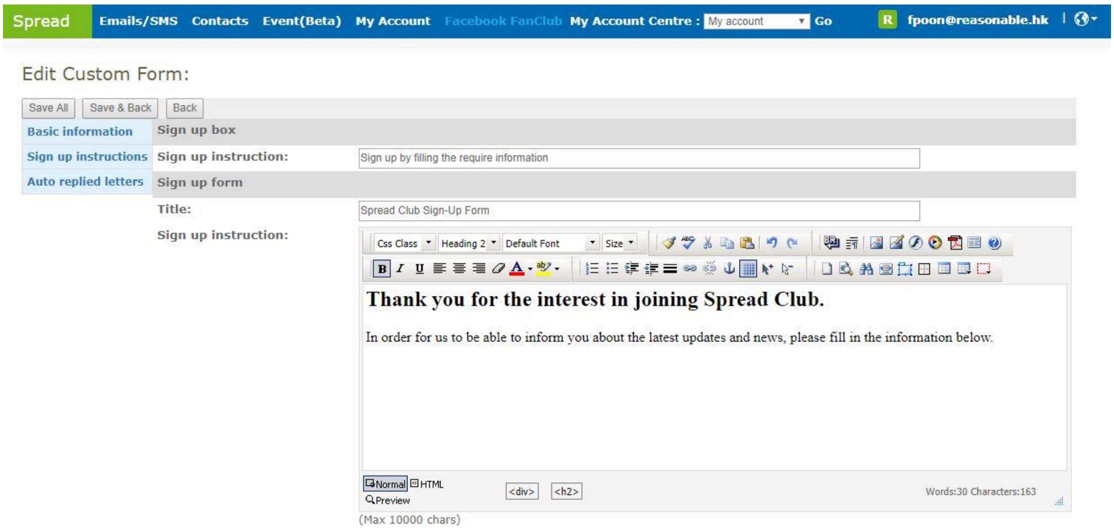
i. Decide which contact list will the subscriber add in.

ii. Decide what website will auto redirect to when the sign-up finishes.

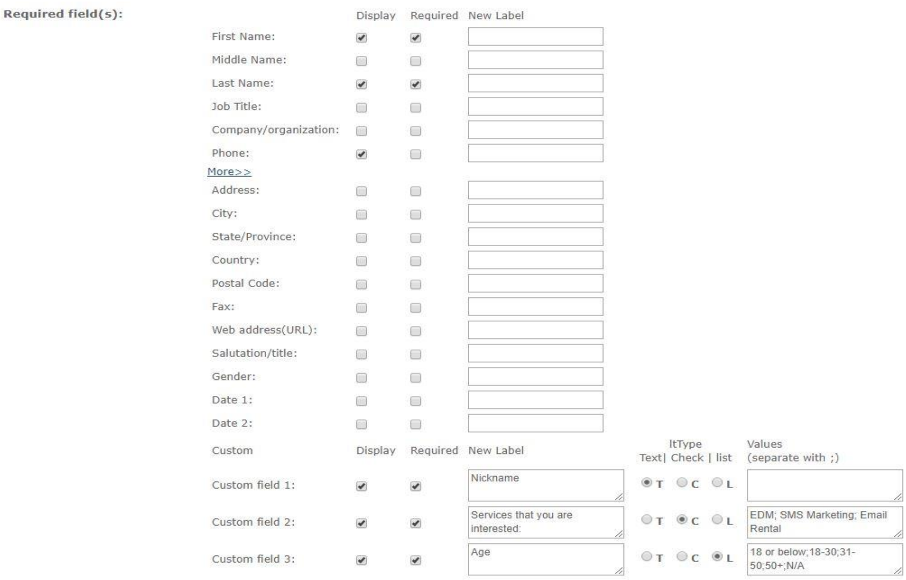
iii. Click “Next”.



iv. Edit the sign-up form instruction.



v. Add and edit the fields for participants to fill in.



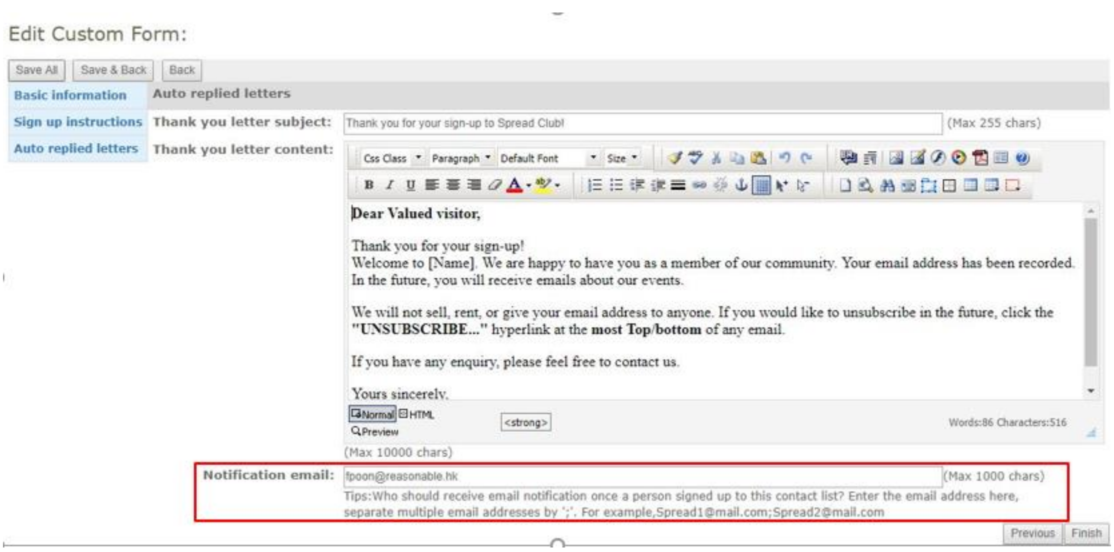
- ✧ Tick the box in the column “Display” to choose the fields shown in signup page
- ✧ Tick the box in the column “Required” to set required fields that participants must fill in to finish signup
- ✧ The column “New Label” let you to rename the fields
- ✧ In Custom field rows, choose the answer type in the column Type. T = text; C = check (can choose more than one option); L = list (can choose only one option)
- ✧ In the column Values, type in the options and separate with “;”

vi. Edit successful sign up message.

vii. Click “Next”.

viii. Edit the thank you letter and confirmation letter for successfully signed up participants.

ix. In Notification email row, type in the email address that would receive email notification once a person signed up successfully.



5) Click “Finish”.

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If you still have any questions in using Spread, please feel free to contact our Account Manager, Ms Tracy Cheung via 3590 4869 / tcheung@reasonable.hk for assistance.

Thanks.